

Strategic Networking

Seminars and social functions are one of a fee earner's most valuable business development opportunities and a key activity in the business development programme for professional firms. However, without the right strategy and skills to manage these events fee earners may fall into a number of common traps and not achieve their desired outcomes.

- Too much time is spent socialising and not enough time is spent pursuing the business agenda
- Too much 'hard sell', which makes guests feel uncomfortable
- No strategic or tactical planning for the event
- No means of measuring the success of the event
- Fee earners arrive with no clear strategy for how they will achieve their objectives
- Fee earners don't meet the people they need to meet and miss out on business opportunities.

Objectives

- To learn how to align the objectives of the event with the BD objectives
- To learn practical techniques to improve personal effectiveness at events
- To prepare individual action plans.

Benefits

This course will help partners and fee earners to:

- Avoid the common traps
- Feel more confident in their networking activities
- Get more value from the networking events they attend
- Capitalise on the opportunities at networking events
- Strengthen relationships with new and existing clients.

Course Content

- Planning and preparation as hosts and guests
- Events and outcomes
- Managing conversation – style, content and mixing business and social conversation
- Working the room – entering and exiting groups, making effective introductions, getting airtime, building rapport
- Use of business cards
- Making the follow up
- Role play forum using actors to practice skills
- Networking activity using actors to practice skills
- Personal development action plans
- Optional session – a live networking event with clients.

Duration

1 day

Facilitation

12 delegates, 1 trainer, 1 actor

Who should attend

Individuals with strategic responsibility for networking and "Frontline" responsibility for managing client relationships at networking events.