



## Working The Room

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 professionals may fall into anyone of these common traps:

- Fee earners fail to meet the people they want to meet
- There is too much time spent talking to colleagues and friends
- There is too much "hard sell" about the firm
- Individuals feel uncomfortable and reluctant to participate in events.

Consequently fee earners don't get the value they could from networking and potential opportunities are missed.

### Objectives

By the end of the programme delegates will:

- Learn practical techniques to improve personal effectiveness at networking events
- Prepare individual action plans.

### Benefits

This course will help partners and fee earners to:

- Avoid common traps
- Feel more confident in networking activities
- Capitalise on opportunities at events
- Create a more positive impression of themselves and the firm.

### Course Content

- Planning and preparation as hosts and guests
- Managing personal impact
- Overcoming "networking nightmares"
- Working the room – entering and exiting groups, making effective introductions, getting airtime, building rapport
- Use of business cards
- Role play forum using actors to practice skills
- Personal development action plans.

### Duration

3.5 hours

### Facilitation

1 trainer and 1 actor to 12 delegates

### Group Size

Max group size is 12 to allow the trainers to provide delegates with individual input.

### Who should attend?

- Partners and Fee Earners who feel they could gain greater value from events as hosts or guests.