

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.