



# Networking at This Conference

Build Your Connections and  
Advance Your Career Today (Literally)

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## Importance

Why network?

- Opportunities
- Knowledge
- Support

# Mindset

## Why it matters



Promotion  
vs.  
Prevention



# Mindset

## Why it matters



**Promotion – excited, curious,  
open-minded**



# Mindset

## Why it matters



**Prevention - necessary evil**



# Mindset

## Why it matters



**Curiosity**  
**Identify Common interests**  
**Believe you offer value**  
**Show gratitude**  
**Higher purpose**



# Preparation

Before the conference

- Business cards & outfit
- Objectives & elevator pitch
- Research
- Social check



## Your Goal

**Please take a moment to think about your networking objective for this conference.**

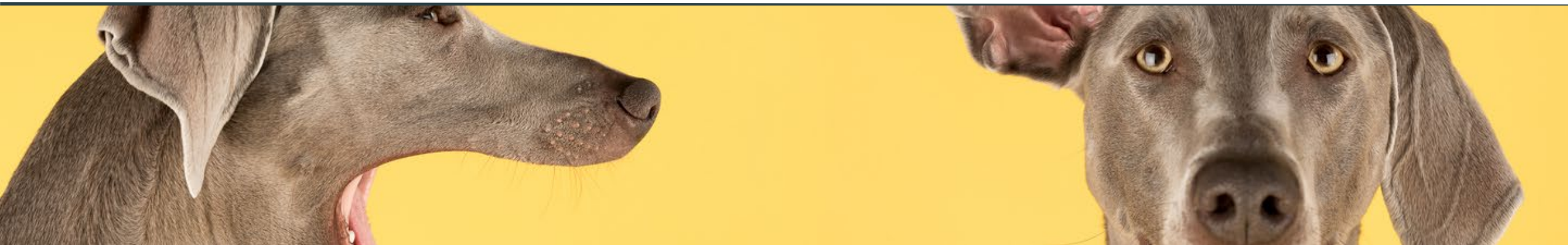




# Participate

During the conference

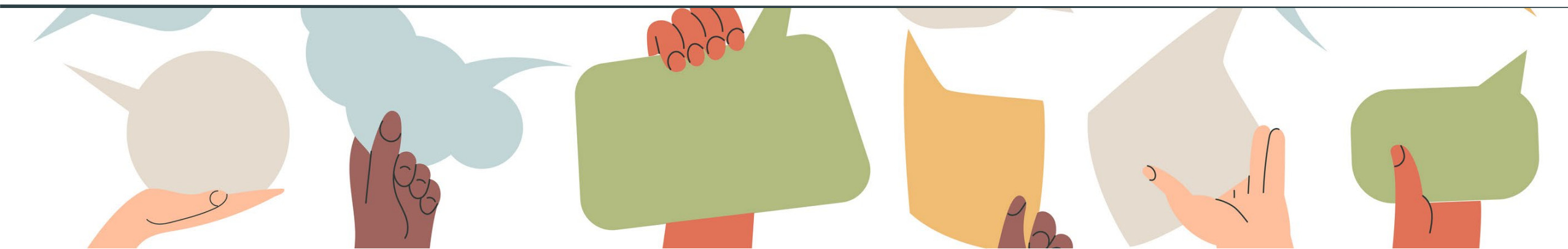
- Engage
- Offer value
- Capture ideas
- Use breaks & socialize
- Bonus networking



# Entering a Conversation

Hello!

- Use an opener
- Listen
- Contribute and connect



# Openers

## Break the ice

- "I'm really excited to learn more about [Event Topic]. How about you?"
- "I was really impressed by [Specific Speaker's] talk. Did you catch it?"
- "Hi, I'm Elle. My coaching firm helps organizations with performance and leadership development. What's your area of expertise?"



# Elevator Pitch

What do I say?



- Purpose
- Concise
- Rehearse

# Elevator Pitch

What do I say?

## 1. Who you are

**Start your elevator pitch with one sentence about who you are.**

**For example, you could introduce yourself by explaining a degree you hold or your current position.**



# Elevator Pitch

What do I say?

## 2. What you do

Write one or two sentences about what you do and, specifically, the problem you solve.

Focus on the skills that you offer and how those attributes would benefit an employer.



# Elevator Pitch

What do I say?



## 3. Who you serve

Write one or two sentences about who your ideal employer or clients are.

You may want to write down how your skills or services help this group of people.

## Elevator Pitch

What do I say?



### 4. What makes you different

Write down your unique selling proposition (USP) and what sets you apart from your competitors.

If you're a job seeker, you could write about the experiences or skills that make you unique as a candidate.



# Elevator Pitch

What do I say?



## 5. Attention grabbing hook

Get your audience's attention, such as how your skills can impact their company right away.

You could also use a question that addresses the problem that they may be experiencing.

# Elevator Pitch

What do I say?

## 6. Put it together

Edit and make it flow conversationally.

Create different versions for different circumstances.



# Exiting a Conversation

Let 'em down gently

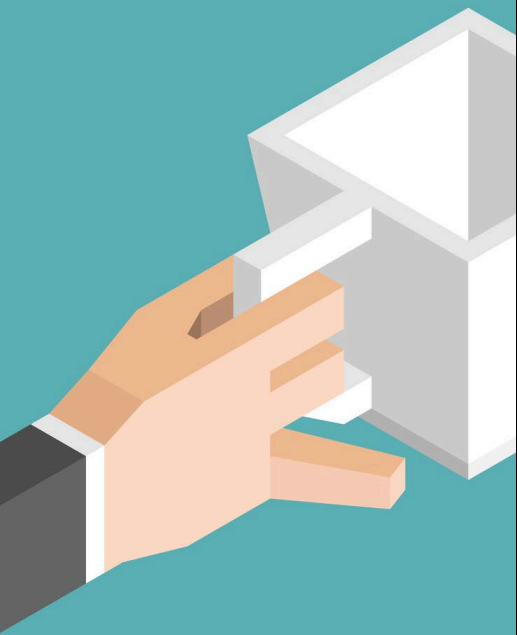
- Wrap-up
- Next steps
- Time minder
- Card exchange
- Compliment & go



# Etiquette

Mind your business manners

- Active listening
- Non-verbal cues
- Be genuine & welcoming
- Gratitude
- Reciprocity





## Appearance Etc.

- Grooming
- Wardrobe
- Accessories

# Staying in Touch

After the conference

- Follow-up
- Check-in
- Make a schedule





# Managing Overwhelm

Conference burnout is real

- Prioritize sessions
- Breaks
- Self-care
- Boundaries
- Reflect & adjust



# INTERLACE SOLUTIONS

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Let's try it!