Networking Tips
for Participants of Glasgow University's Professional Services Conference

People prefer to do business with those they KNOW, LIKE/get on with, TRUST

“To be interesting is to be interested”
“You must have a good time meeting people if you expect them to have a good time meeting you”
How to Win Friends and Influence People by Dale Carnagie

Dance the Dance

Preparation & Approaching a Group / Join the dance
• Goals? Declutter (leave the ‘old coat’ at the door). Positive mood.
• Observation – decided on 3 people / fairly relaxed looking?
• Approach – you should be standing in an open way, optimum distance and wait until you are invited in

Opening Gambit
• May I join you?
• Hello, you look like a friendly group, may I introduce myself?
• Hello, I don’t know anyone here, so I’m introducing myself to people

The Dead Moment
• You all seem to know each other...do you?
• Have you been to one of these events before? / Where in the University do you work?
• This looks like it will be an interesting evening/ I’ve hardly ever been to this building before

Moving On
• I’ve really enjoyed meeting you (again) but I mustn’t take up all your time..see you again soon I hope.
• I must let you go now - I’m sure there are lots of people who want to talk to you - but it’s been great meeting / catching up with you

You + Names

What’s my line?: Be able to tell people what you do, in one phrase, with no jargon. Intrigue them (so they want to ask more.)

Offering your name: Give it clearly and confidently
Remember names: Only try to remember first names / repeat all names after person has said their name / ask spelling of difficult names

Follow Up
• Establish a relationship without expecting anything in return. On that basis, take the initiative to maintain contact.
• Choose the most appropriate method to follow up, show interest and use a light touch