



Networking

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Networking is an integral part of the meetings and incentives industry and requires the same level of preparation as a direct-sales presentation. This session will help the social butterflies be more business focused as they work the room as well as provide those who break into a cold sweat at the idea of networking with some solid strategies for success.

After participating, you will be able to:

- Carry out relevant research in advance of a networking opportunity and carefully target your prospects.
- Introduce yourself with impact at a networking event;
- Disengage courteously in networking situations that present no business opportunities.

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