

**IMIA AMERICAS  
BUSINESS CONNECT SESSION  
SUNDAY, SEPTEMBER 27, 2015  
KALORAMA  
3:00 P.M. – 5:00 P.M.**

**IMIA AMERICAS CONFERENCE / MEMBER SHOWCASE  
WASHINGTON HILTON HOTEL  
WASHINGTON, D.C.  
SEPTEMBER 27 - 29, 2015**



# BUSINESS CONNECT SESSION FOR SUCCESS

You may have heard the term 'speed networking' bandied about a lot recently. It's become a very popular and fast growing form of networking and growing your business. So how does speed networking work?

Well, you may have heard of speed dating – It's exactly the same principle just adapted for business. Attendees are seated in pairs and each one has between 2 and 5 minutes to introduce themselves and what they do. At the end of the 2 minutes a whistle blows and one of the parties moves to the next person on the right until everyone has had a chance to meet. It breaks the ice for any general networking, which might follow afterwards and gets around the age old problem of only talking to people you already know.



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So you've booked your place in a networking meeting, but what can you do to get the most out of the session? As with all marketing for your business, preparation is vital.

Bear in mind that you've only got a few precious minutes to get across what you do and more importantly the benefits of your product or service, so you really should practice what you are going to say before you go.

What do you want to get out of the event? What is it about your company that you really need people to know?



# HERE ARE SOME USEFUL QUESTIONS, WHICH MIGHT HELP YOU FIGURE OUT WHAT YOU WANT TO SAY...

Who is your ideal client?

Which companies are you trying to get into?

What services do you offer?

What is your Unique Selling Point (USP)?

Why should someone choose your company?

If you are seated opposite to someone you already know, tell them something they don't know about your business – have you set up something new recently, a new service or product? What do you currently need?

If you're opposite someone new, help them out. If they're struggling to talk, then ask them questions



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Be genuinely interested in what the other person has to say – it's all about building long term relationships. Take time to see if you can help with any connections or advice your partner might need.

If the organizers have allowed time after the speed networking for general networking then think about who you want to talk to again and how you can further the new relationship.

Speed networking – it's thinking about what you want to say, being clear and to the point, listening carefully to the other person and seeing what you can both get out of it.



# SIGN UP AND RESERVE YOUR SPOT

Hurry and sign up! The deadline for your reserved spot is Monday, September 21. We have room for 24 companies with up to two representatives per company.

Email David Knipfer ([davek@mappingspecialists.com](mailto:davek@mappingspecialists.com)) if you wish to participate and carbon copy Linda Hill at ([lindahill76@cox.net](mailto:lindahill76@cox.net)) and include the following information:

- Your full name and title
- Company name
- Company address
- Email address and and phone number

All conference information may be viewed at [www.imiaconferences.com](http://www.imiaconferences.com).



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