

# How To Follow Up After A Networking Event

By Lisa Rangel, Chameleon Resumes © 2012

Have you ever connected with someone at a networking event, had an interesting chat, shared contact information, and had the best of intentions to follow up with each other, but never did? Has this happened to you? Whether you're looking for a new job or growing your business, effective networking follow-up is a skill that can help you achieve your goals.

- According to the latest study from CareerXRoads, more than **27% of external hires in America are from referrals**. In fact, it's the top external source of hires today.
- According to the New York Times, **65% of new business comes from referrals**. A Nielsen Study cited clients are **four times** more likely to buy when being referred from someone they know and trust.

We know why we network, but what do you do after an event? After all, it's what you do *after* the event that matters. Here are some suggestions of what to do, but I suggest not to do all of these, or you may be viewed as a stalker 😊:

- 1) **Google their name** - You can find additional information to help you with reasons to connect—or not to do so. This info can help with all steps on this list. (*Side note:—you should Google your own name to see what others will see about you and clean your online presence up accordingly, if needed.*)
- 2) **Make notes on what happened at the event**, record your thoughts and create a list of actions to implement.
- 3) Look to influence. See **how you can introduce two people who can help each other**. Have a friend looking for a marketing assistant job and met someone recruiting for one (and it is a job you are not interested in), then make the intro! It's good karma, as you are always remembered as the person who made the introduction.
- 4) **Look for people who can influence your job search**—not just hire you. Influencers are more impactful than direct clients or hiring managers, since they can introduce you to many opportunities.
- 5) **Write an email asking their thoughts on the event, saying you enjoyed meeting and why you should chat again.**
- 6) **Connect with a LinkedIn invitation** including a note that you enjoyed meeting at the event where you met.
- 7) Via email, **suggest a 15-minute phone call**, be clear on the purpose and how it can benefit you both to do so.
- 8) **Here's a novel idea: just call the person...**indicate that you enjoyed meeting them and would like to keep the conversation going. Ask if they prefer to schedule a phone chat or coffee meeting as a follow-up.
- 9) **Propose a face-to-face meeting over coffee** right out of the gate with contacts that have the most potential, who interest you most, or simply where it makes sense. **Show interest in what they do and who they are.**
- 10) **Follow the person on Twitter**. This can provide real time data to improve the content of your communication.
- 11) If you see a connection outside of work and/or it makes sense, **connect on Facebook, and make sure your wall and photos are professional in nature** (so take down the party pic of you downing beer using the funnel.)
- 12) **Create and maintain a list of contacts in your email address book or an Excel spreadsheet. Schedule a time to email/call again after initial contact to keep conversations going.** A contact made today, may not land you a job today, but may be the resource you need in the future.
- 13) **Thank the host of the event**—a great way to start a connection that you did not have before.
- 14) **Ideally make contact within 48 hours**, but don't fail to reach out if it is later than that timeframe. I had reached out 6 months after the initial meeting and had it turn out well—but this is not recommended at all!!
- 15) **Send an article or book reference in an email or snail mail.** This will show that you listened to the conversation.

Networking can take time and energy if you let it. But if you take small, consistent actions each week, it can pay off huge dividends for your future. Take some of the actions above and see the good that happens....Good luck!

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