



Hosting a Networking Event

Networking events are a great opportunity to meet new people, strengthen current relationships, and explore new sectors of the professional community. While there may seem to be a plethora of networking events, many of these events follow the same pattern and the same audience is continually in attendance.

When this happens, working with a few other professionals to create a networking event will result in a new event that many professionals may have been looking for. The first step is to determine the desired results. This can be done by surveying the current networking events, identifying what elements are missing, what audiences are not being engaged, and what each of the planners is looking for in a networking event. The target audience must then be identified, a date, time, and location cannot be set without first understanding who your desired target audience is.

Once you have outlined this information, planning the event is next. What have you noticed works well at networking events? What would you like to see and what do you think would produce maximum engagement? How can the structure of the event make the networking event stand out, create a desire for people to attend?

Make sure you personally invite people. Do not rely on advertising and social media to get the audience you want in attendance. People appreciate the personal invite, pick up the phone, send a handwritten note, or stop by their workplace. This will ensure maximum attendance and participation.