

THE ESSENTIAL *POSITIVE NETWORKING*[®] POST-EVENT FOLLOW-UP CHECKLIST



Individuals: Use this checklist to debrief the business networking event you just attended.

Managers: Use this checklist to ask follow-up questions of a team member who has attended a business networking event. To *not* do a debrief is a missed opportunity to acknowledge the importance of why you ask them to go.

— *Gayle Hallgren & Judy Thomson, CPA, CA*

- Who were the people you met? Enter their contact information into your CRM system and make notes based on your conversation. Ask yourself: Is there anything you can do for them? It might not be something you can do for them immediately...it could be later.
- Ask people who you met to join you on LinkedIn. Add a short, personalized message, maybe include something you chatted about in your conversation. If you exchanged LinkedIn contact information (instead of business cards) at the event, send a follow-up note.
- With which people do you plan to follow up? This is different than connecting on LinkedIn. You may want to talk to your manager and brainstorm some ideas.
- What's your ongoing contact strategy? Some people like face-to-face, others virtual.
- Should you connect any of the people you met with others at your organization? Or with someone in your external network?
- What three things from this event would be worthwhile sharing with others at your organization or with your network?
- Do you plan to go back to another event hosted by this organization? Will you bring a colleague and go as tag teammates or with a client or potential client? Commit by booking the event as soon as you can.
- Do you have other ideas of networking events you could attend? Once again, book it and invite someone who would find it interesting or useful. If you need ideas check out our **Top 100 Best Places To Network – [Part 1](#) and [Part 2](#)**.
- If the event was part of an organization (chamber, young professional group, business improvement organization) is there any benefit to becoming more involved with this organization? Perhaps sit on a committee?

Interested in learning more? As business networking experts, we offer webinars, in-person presentations, and online training in business networking. Check out **[Our Programs](#)** for more information.