

#PRE-EVENT

SOCIAL MEDIA

- Review your Instagram profile to ensure it includes elements that will make it easy for others to identify you post-event, beyond just your art. Consider adding a profile picture, a brief bio that highlights your professional interests or expertise, and relevant keywords that reflect your personal brand.
- Create a QR code to your LinkedIn profile for quick access.

UNIQUE INTRO

- Think of something unique about yourself when introducing yourself.

QUESTIONS

- Research speakers and attendees beforehand. Think of good questions before attending that could help you solve real challenges.

PURPOSE & GOALS

- Build your strategy:
 - Why am I attending? What for?
 - What would I like to learn the most?
 - How am I going to stay open to knowledge outside my field?
 - How am I going to stay in touch with the people I meet?

#DURING-EVENT

PROFESSIONAL CONDUCT

- Create your own code of business conduct and professionalism when interacting with others:
 - Brand Representation: Even if you're not representing another company, you are an entrepreneur representing your own brand.

EVENT CHECKLIST

- Commitment: Only commit to things you can deliver on.
- Respect: No walking out in the middle of talks, just like you wouldn't leave before film credits (...right?!).
- People Connector Mindset: Focus on being genuinely interested in others and connecting people with people or people with ideas.
- Capture notes, random thoughts, or top key findings you will want to remember.

#POST-EVENT

- Reflect on your biggest discovery or realization. It could be about yourself, someone else, or an industry trend.
- Send meaningful appreciation or acknowledgement notes.

**IF YOU DON'T
LIKE TO
NETWORK, YOU
CAN NEVER GO
WRONG WITH
NET-LEARNING**