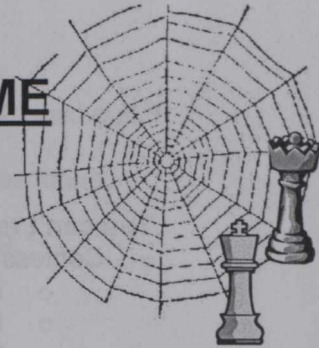


# TIPS FOR PLAYING "THE EVENT" GAME



## **Objective of the game:**

- Connect with 7 new people
- Acknowledge contacts currently in your web

## **Items needed to play:**

- A minimum of 32 business cards per person (assume 4 tables of 8 people)
- A memorable 28 second personal pitch
- Questions to ask individuals + during a formal Q&A session

## **How to prepare for the game:**

- Do your homework – if possible know something about the other guests; who they are; what they will be interested in
- Identify who you want to/need to meet
- Get ready: Remember, everyone is there to network – don't be shy. Play the game. It is expected.

## **How to play the game:**

- Apply your name card – eye level; right chest
- Scan the room and identify targets
- Walk over and introduce yourself and make small talk if necessary
- Hand out your card at every opportunity
- Find out what interests others and ask questions
- Focus 100% of your attention on your conversation. Make eye contact and practice active listening
- Answer questions graciously and succinctly
- Make a mental (or actual) note of what a new contact does; what they could offer someone in your network; how you could assist them; and how they may assist you in the future
- Move on graciously when you are not engaged by a group or your one-on-one time is up.

## **Rules of the game - You must:**

1. Be efficient – time is limited and very valuable to people in the room
2. Make everyone you speak with feel important
3. Call people by their names
4. Treat everyone as equals
5. Pass on some information or contact name that will help someone
6. Bring two people together
7. If you see someone standing alone, go over and talk to them (rescue a wallflower)
8. Adhere to the 20 second "hover" rule – if you are not included in a conversation within 20 seconds, move on (ref: Darcy Rezac – *"The Frog and the Prince"*, 2003)
9. Circulate – don't stay in one place
10. Do not become a "cling on" to others.
11. Work the room. Do not hang around chit-chatting and snacking.