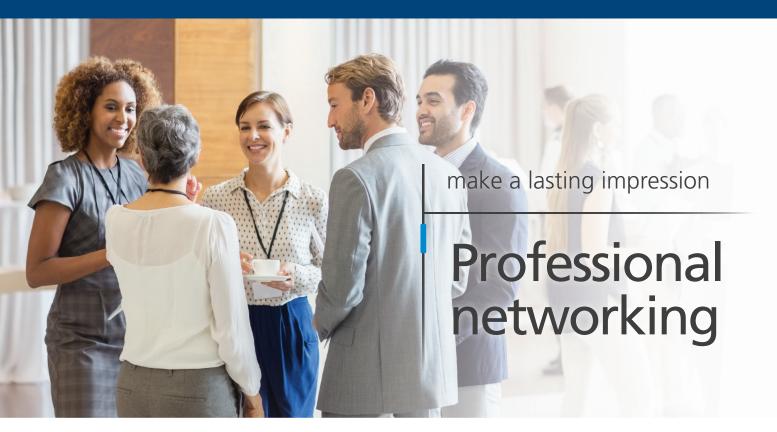
# CONNECT

CONNECTING WITH TFCU BUSINESS PARTNERS / Q4 / 2023



## How to make the most of a networking event

Networking events are a great way to meet people and create new relationships for your company, but let's face it, these events can be intimidating. You worry about what to talk about, how to represent your company and how to show off the best version of yourself. Thankfully, most of these nerves can be settled with just a little planning. Here are a few tips to try at your next social event.

When talking with someone,

lead into your conversation with a question about their interests instead of talking about your own. By opening with, "What are you most excited for this week?" you differentiate yourself and highlight you are interested in them as a person and not solely as a business connection.

While good conversational skills are important, the key to making a lasting impression is doing your research. Find out who is attending the event from the



[continued on page 2]

# How to make the most of a networking event

[continued]

event website or organizer and select a few people whom you wish to talk to. By doing this, you can focus your efforts on those who can make an impact on your business. It can also be a good idea to reach out to them on LinkedIn beforehand as a preevent introduction. This could also be a good in-person icebreaker.

It is important to remember that networking events are to make connections with people. Instead of rushing to get your pitch out, listen actively to the people you meet and get to know them. Also, try to use their name

in conversation when you can. Lastly, don't hand your business card to every person you see. This forces your information on people who might not be interested. Try a simple "hello" instead and ask people for their business card to show your interest in them first. This shows you're not interacting with them solely to sell your services.

With these tips, you are now ready to maximize your time at an event, make a lasting impression and network like a pro. N



# Connect with us

#### **Walton Chan**

Business Development Officer (405) 319-2183 1-800-456-4828, ext. 2183 chanw@tinkerfcu.org

#### **Barbie Lindsey**

Community Engagement Representative (405) 319-2180 1-800-456-4828, ext. 2180 lindseyb@tinkerfcu.org

## SayVon Milton

Community Engagement Representative (405) 319-2182 1-800-456-4828, ext. 2182 miltons@tinkerfcu.org

#### **Thurman Relerford**

Business Development Officer (405) 319-2181 1-800-456-4828, ext. 2181 relerfordt@tinkerfcu.org

## **Blake Roberts**

Community Engagement Representative (405) 319-2077 1-800-456-4828, ext. 2077 robertsm@tinkerfcu.org

## Sarah Roberts

Business Development Officer (405) 319-2179 1-800-456-4828, ext. 2179 robertss@tinkerfcu.org

#### **Grace Silvers**

Community Engagement Representative (405) 319-2174 1-800-456-4828, ext. 2174 silversg@tinkerfcu.org

#### **Samantha Strealy**

Business Development Officer (405) 319-2184 1-800-456-4828, ext. 2184 strealys@tinkerfcu.org



