

Tips for Making the Most of Networking Opportunities at RLI Connect Global Forum



Networking is one of the most valuable aspects of any industry event and the RLI Connect Global Forum offers countless opportunities to forge meaningful connections. Here are some tips to help you maximise your networking experience

1. SET CLEAR GOALS

- **Know Your Objectives:** Are you looking to meet potential partners, investors, collaborators or clients? Set specific goals for what you hope to achieve through networking, such as exchanging ideas, exploring partnerships or learning from industry leaders.
- **Prioritise Key Contacts:** Review the event's speaker list and attendee information to identify people or organisations you'd like to connect with. Having a clear idea of who you want to meet will help you focus your efforts.

2. BE PREPARED

- **Bring Business Cards:** Even in the digital age, business cards remain a simple, effective way to leave a lasting impression. Have plenty on hand to share with new contacts.
- **Prepare Your Elevator Pitch:** Be ready to briefly explain who you are, what your company does and what value you bring. A concise, engaging introduction helps people understand your role and how you can collaborate.
- **Research Attendees and Companies:** Having knowledge about the people and companies you want to connect with demonstrates your interest and professionalism.

3. BE PROACTIVE AND APPROACHABLE

- **Introduce Yourself:** Don't wait for others to approach you. Take the initiative to introduce yourself to people during breaks, meals or after sessions.
- **Smile and Be Open:** A warm and approachable demeanour encourages people to engage with you. Being genuinely interested in others will help build rapport more naturally.
- **Ask Questions:** Ask thoughtful questions about the other person's business or experience. Networking is about building relationships, so showing genuine interest will make you memorable.

4. ATTEND NETWORKING EVENTS AND SOCIAL ACTIVITIES

- **Participate Fully:** Attend the event's networking sessions, coffee breaks and social activities. These less formal settings are great for starting conversations in a more relaxed environment.
- **Leverage Group Discussions:** Participate in group conversations, as these can lead to meeting multiple contacts at once. Engaging with a larger audience allows for dynamic exchanges of ideas and multiple perspectives.

5. FOLLOW UP

- **Post-Event Communication:** Don't let the momentum fade after the forum. Send a quick follow-up message via email or LinkedIn to reconnect and thank them for their time.
- **Be Specific in Your Follow-Up:** Refer to a topic you discussed or an action you agreed upon. This reinforces the relationship and can lead to more meaningful connections.

6. BE OPEN TO SERENDIPITY

- **Unplanned Connections:** Some of the best opportunities come from unexpected encounters. Be open to meeting people outside of your initial target list - you never know where a new connection may lead.
- **Stay Flexible:** Sometimes the most valuable conversations happen when you're open to a diverse range of discussions and perspectives.

7. LEVERAGE TECHNOLOGY

- **Connect on LinkedIn in Real-Time:** After a great conversation, send a LinkedIn connection request while you're still at the event. This ensures you stay connected and can continue to grow your professional network.

8. BE PRESENT AND ENGAGED

- **Focus on the Person You're Talking to:** Avoid checking your phone or getting distracted when speaking to someone. Giving your full attention creates a stronger connection.
- **Engage with Speakers and Panellists:** Don't hesitate to approach speakers after their sessions. Compliment them on their insights and ask follow-up questions - they are often eager to engage with attendees who show interest in their work.

By following these tips, you'll be well-prepared to build valuable relationships and make the most of the networking opportunities at the RLI Connect Global Forum!