FOLLOWING UP AFTER AN EVENT

Phew, the hard part is over! But nothing happens unless you follow up.

Sometimes following up with the connections you've made at an event can be nerve-racking. Maybe you don't feel confident, or you don't know what to say, or you are just worried they won't reply.

Whatever the reason, we've outlined some tactics to make a follow-up email easier than ever!

1. Understand your new contact's needs and tell them how you can help
This is the most crucial step because it begins at the event. Make sure to jot down notes after the event about the interests and challenges the people you want to follow up with have. By making the follow up not about yourself, you're begining to nurture a relationship, rather than simply following up with an ask.

2. Mention a conversation from the event
To help remind the person who you are, mention something you discussed at the event. For example, you might say, "I enjoyed speaking with you after the keynote lecture at the XYZ Conference. I've been thinking about your take on ____, thanks for sharing that perspective with me." A quick reference to your conversation will help jog a person's memory and show them that you were listening.

3. Edit, edit, edit
Whether you send your follow-up note as a letter or an email, be sure to edit the message before sending it. You want to make an impactful and positive impression; comb for spelling or grammatical errors.

4. Follow-up promptly
Hold yourself accountable to contact your connections within a specific time frame. You want to follow up quickly so that the acquaintance remembers you. Send an email within 24-48 hours of connecting.

5. Create a "reconnect note"
After a networking event create a "reconnect note." These are notes to your future self in your calendar that include some information about how you met and what you discussed. When the note pops up, reach out! You might schedule another meeting or send an invite to another event, a great article or an introduction.

6. Use the power of one connection to open many doors
Any person you interact with knows hundreds of other people. This makes the power of your conversation exponential. Remember: when you're talking to someone, you're actually speaking to their entire network. The same goes for them with you.

Sources

- Master the art of networking
- How to write a follow up email