

Delight and Engage in Meaningful Conversations

Our team are continuously dedicated to delighting our network through building quality connections and valuable content. We have reached out to our network and ask their opinion on 'how we can delight'.

These are their 5 'Rules' to delight and engage in meaningful conversations ...

As a speaker:

1. **Provide an opportunity for deep knowledge sharing** – avoid defaulting to self-marketing tactics and promotional content
2. **Offer concrete solutions to real business problems** – Know who the audience is and why you are speaking at the Summit. How do you fit in, what are you choosing to say, and why?
3. Be **authentic and passionate** about your topic. Your audience expects you to be pretty dull. It's nothing personal; it's just what they are used to experiencing after attending other conferences. Feel confident and engage the audience by **telling stories** – Storytelling is one of the finest and most engaging ways of communicating ideas as they are easier to understand and keep an audience's attention. E.g. "There's something in the air." With these five words, Steve Jobs opened the 2008 Macworld conference. Let the audience be pleasantly surprised
4. Allow the talk to go **beyond a one-sided conversation** – incorporate audience interaction into your presentation
5. **Our network love to hear practical and real-life scenarios.** We highly recommend co-presenting with a client – there is no better way to demonstrate your service than through showcasing a successful relationship with a client. Can't bring a client? Consider sharing their story as a case study throughout your presentation.

If taking MATCH Meetings:

The important feedback (from those who attend) are:

1. Send intro message prior to meeting (but don't spam them). Keep it brief and use this to expand on their challenges if you have a query about what they have written
2. Be prepared & be on time – use the profile information to familiarise yourself with their challenges before the meeting and don't keep the delegate waiting
3. Don't waste precious meeting minutes. The meeting time will go by quickly, have an agenda ready
4. Don't pitch: According to research only 2% of sales occur at a first meeting. This is an opportunity to build a relationship and show that you really can solve the issues they are facing. Make it personal to them and their company
5. Set a follow up and get feedback from the delegate on how they feel the meeting went.

Networking:

1. Don't stay at your stand space. Be proactive, approach everyone and engage in conversation.
2. Go to the sessions, that's where the delegates will be and sit next to potential prospects.
3. Utilise the Event App – use the activity feed to make comments and key takeaways from sessions rather than promoting your solutions.
4. Network with the speakers after their sessions, they aren't off limits and arguably the most Senior HR Leaders onsite.
5. If speaking, after your session, make sure you have someone at the stand space in case those attendee's want to find you and understand more.