

Navigate Networking: Tips for Conference Success

Networking can be a powerful way to build professional relationships but for most of us, it can be an overwhelming task in which you don't know where to start, let alone keep up with.

Here are key strategies you can use to make the most of pharmacy meetings, creating new relationships, and maintaining the relationships you've already established:

"YOU NEVER GET A SECOND CHANCE TO MAKE A GREAT FIRST IMPRESSION."

1. **Dress Professionally:** Meeting attire is typically business casual or professional – make sure you dress the part to convey professionalism!
2. **Be Approachable:** Smile! Make eye contact with others around the room and maintain open body language (avoid crossing your arms, sitting hunched over, etc.)
3. **Bring Business Cards:** Having your business card handy is a great way to pass along contact information at the end of a conversation and allows you to collect others' information to follow up with later.



"SUCCESS IS WHERE PREPARATION AND OPPORTUNITY MEET."

1. **Set Clear Goals:** Are you hoping to connect with industry leaders? Find career opportunities? Gain knowledge about a specific topic? Know what you want to accomplish in your networking.
2. **Prepare Your Intro:** Craft your introduction. Once you know what you're hoping to gain from networking, create a concise intro explaining who you are and what your current role is – don't feel like you have to share with everyone you meet what you're hoping to achieve and let the conversation flow naturally.
3. **Know Before You Go:** Who are you hoping to connect with? Research exhibitors and speakers before the meeting so you can plan to connect with certain individuals or groups.



"STAY CONNECTED SO YOU STAY AHEAD."

1. **Schedule Time:** The longer you're in the profession, the sooner you'll realize how busy your schedule becomes and how little free time you have to open LinkedIn. Taking time to schedule out a day each week to review your LinkedIn and check in on colleagues or mentors as it can be a great way to keep in the loop about what is happening across the profession.
2. **Take Time to Congratulate:** Promotions big or small, certifications, or new degrees can all be exciting times. It's important to encourage those who we know are continuing on to bigger things!
3. **Maintain Mentee Relationships:** Our experiences with those we mentor can be some of the most enriching. Don't forget to reach out to those who you are or would like to be a mentor for! They'll appreciate it and you'll grow a lot through the opportunity as well.

