OTTO VON GUERICKE UNIVERSITÄT MAGDEBURG

Do's and Dont's

The **topic of networking** is very diverse and complex, but can be a great advantage for all participants if implemented correctly.

To help you start your next networking event safely, we have collected a few tips below:

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Registration Find exciting events that are interesting for you and register. Registration is mandatory for most networking events.	**Cancellation** If you cannot attend an event spontaneously, please inform the organiser and cancel your registration. Not showing up without cancelling is an absolute no-go.
Preparation Don't just prepare for the announced topics. Think about how best to approach strangers and always have a few interesting facts about yourself and your company at the ready.	**Put your mobile phone away!** Put your mobile phone away during the event. A person on a mobile phone looks distracting and busy and therefore does not invite conversation.
Arrive on time Always plan enough time and arrive before the event starts. Most invitations often include an arrival time.	**Monologues** Make sure you have a good exchange. If you only talk about yourself and your own company, you will quickly come across as closed.
Smile Make sure you have a friendly facial expression that doesn't seem too forced.	**Volume** Make sure that the volume of conversation is appropriate. Talking too quietly or too loudly can have an unfavourable effect on the conversation.
Be brave Dare to approach people you don't know and start conversations.	**Table manners** Make sure you have good table manners if there is food at the event. Tip: It is better to take small bites, because talking with your mouth full does not make a good impression.
Listening Eye contact and counter-questions are essential. Show your counterpart that you are interested in the conversation.	**Drinking too much** Do not get drunk. If there are alcoholic beverages at the event, it's better to keep a low profile. No one wants to leave a drunken impression.
Help Offer your help in the form of advice or support. But be careful not to make empty promises.	**Taboo topics** The topics should mainly be on a professional level. Political, religious or even family topics often offer potential for conflict and should be avoided.
Follow Up If contacts have been made, they should also be maintained.	**Networking as a sport** Quality is better than quantity. Concentrate on a few interesting

Social networks such as XING or LinkedIn can be helpful here.	people/conversations rather than necessarily having a short small talk with all participants.

source: Krennmair, S. (2019, 29. Mai). *Netzwerken: Dos & Don'ts*. Workspace Wels. https://www.workspace-wels.com/blog/netzwerken-dos-donts/

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