



MAKING THE MOST OF INDUSTRY EVENTS

Using your time wisely and expanding your network at industry events can be tricky. Here are some helpful tips and tricks on how to best prepare for events to maximize their potential!



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Introduction

Attending in-person events can be intimidating. This guide was created to help Aspen Future Climate Leaders prepare for the conference and to serve as a resource for any future opportunities. This guide covers how to prepare to make the most of your time at the event and tips for making connections onsite. It also includes some prep ideas for if you are speaking at an event. Finally, the guide includes the often-forgotten follow-up tips.

Deciding what you want to get out of an event can help inform how you spend your time and which sessions you attend. Your intention could be to learn more about a certain topic, talk to people in a field you hope to be in, test your business idea, or grow your business, just to name a few. The goal could also be to increase your network or make meaningful professional connections.

Event Speaker Applications

When it comes to applying to present at events, it's important to make sure your application stands out from the crowd. Here are some tips to help you make a great impression:

1. **Tailor your application to the event** - make sure your skills and experience match the requirements of the role.
2. **Make sure your CV is up-to-date** and easy to read - use bullet points and clear headings to highlight your achievements.
3. **Write a compelling cover letter** that shows your passion for the industry.
4. **Research the company hosting the event and the industry** - this will show that you're genuinely interested and can help you prepare for any interviews.
5. **Double-check your application for errors** - spelling mistakes and typos can make a bad impression.

Preparing for Events

When attending a conference or event, it's important to **do your research beforehand**. Take some time to look into who will be attending and what panels or sessions will be offered. This will help you make the most of your time and ensure that you don't miss out on any valuable opportunities. You can usually find this information on the event's website. Once you have a better idea of what to expect, you can start planning your schedule, preparing to make new connections, and coming up with questions to ask and topics to discuss with others.

Crafting your elevator pitch

An elevator pitch is a concise and compelling overview of your background and work you can share in 30 seconds or less. It is typically used to introduce an idea, a product, or a service to potential investors, customers, or partners. The goal of an elevator pitch is to grab the listener's attention, spark their interest, and leave them wanting more. A well-crafted elevator pitch can help you make a memorable and positive first impression, build credibility, and increase your chances of success.

- Know your unique value proposition
- Understand Your Target Audience
- Practice until it feels natural

Where to start

CONFERENCE EVENT PAGES AND AGENDAS

Event pages can offer the event agenda including panels and panelists, attendees, break-out events, and more. This information can help you plan your schedule and goals. Use the agenda to pick panels to attend and prepare. You can research panelists and come up with relevant questions to ask. It will also help you know when you are free to set up meetings.

SEE WHO'S ATTENDING

If you know who is attending an event you can reach out and ask if they are available to meet up on site beforehand. This is great for media interviews and business development chats. How do you know who'll be there?

- Utilize LinkedIn pages and event hashtags
- Conference will often have an app with an attendee's list
- Dedicated channels (Whatsapp, Slack)
- In-app networking
- "FYI I'll be here from [date] to [date]" posts
- Send connection requests on LinkedIn



SET UP MEETINGS IN ADVANCE

If you have a busy schedule or are planning to meet with someone who also has a busy schedule, it is important to set up meetings in advance. This will give both parties enough time to prepare and prioritize their schedules accordingly. It also shows that you respect their time and are committed to making the meeting happen. When setting up the meeting, be sure to provide clear details such as the time, location, and purpose of the meeting. Additionally, confirm the meeting a day or two before to ensure that everyone is still available and the meeting is still necessary. By setting up meetings in advance, you will increase the likelihood of a successful and productive meeting.

During the Event

Challenge Yourself

Attend sessions for topics you know nothing about. Meet people in unexpected places, like the buffet line for lunch.



Take Notes

Event panels are often informative. Taking notes can also make your follow-ups more engaging and unique, making it more likely for someone to respond!

Tip: Start a Google Doc (or your favorite note app) on your phone to take notes. That way you can switch back and forth from phone to laptop with ease.



Networking apps

Apps such as Blinq and LinkedIn's scanner feature make it easy to share contact info between sessions. Adding these apps to your phone before your trip can make it easier when you arrive on site.



Networking 101

● Talk to everyone

At conferences, most people are there to connect with others. Embrace this by striking up a conversation with most people you meet. Chances are the person next to you at a panel is also interested and happy to discuss that topic.

● Be genuinely interested

Networking can often seem transactional. One way to avoid this is to take a genuine interest in what the person has to say instead of thinking, “What can I get out of this interaction?”

● Approach speakers

In many cases, when a panel is over the speakers will hang around for a few minutes to take individual questions from the audience. If you have a question or would like to connect with that speaker, make your way to them after the panel.

● Bring business cards

Having business cards is a physical reminder of your conversation with that person. They are also great for taking notes. If you don't have physical cards, you can download a networking app like HiHello.

● Take breaks

It can be overwhelming to talk to people constantly in big groups. Don't feel bad if you need to take some time for yourself or skip panels you're not interested in.

● Have fun!

Conferences are an opportunity to hang out with people who are interested in the same topic you are. Chances are you will have something in common and activities designed for your interests. Enjoy it!

Talking to the media



If you are at an event to promote a recent company announcement, one way to make the most of your time is by connecting with reporters attending the conference. Many conferences will share media lists with attendees to set up meetings in advance and familiarize themselves with the reporter's work.

Before you begin, take some time to prepare. Research who you're talking to and what type of coverage they've published in the past. Start to think like a journalist and consider what questions they will likely ask. Then, practice your responses to these common questions, and make sure you have all the facts and figures you need to back up your statements. You want to know what you want to say and how you want to say it before.

When it comes time to speak to the media, be sure to speak clearly, calmly, and confidently. It is best to pick one key message to convey and make sure it sinks in. Remember to stay on message and avoid getting sidetracked by tangential issues or questions. Above all, be honest. If you don't know the answer to a question, say so and follow up with resources. This will help you build trust with both the media and the public, and you'll be more likely to achieve your goals.

Public Speaking Tips

Public speaking can be a nerve-wracking experience for many people, but with the right preparation and mindset, it can also be an incredibly rewarding and enjoyable experience. Here are a few tips to help you become a confident and effective public speaker:

1. **Practice, practice, practice:** The more you practice your speech or presentation, the more comfortable and confident you will feel when it's time to deliver it.
2. **Know your audience:** Take the time to research your audience's interests so you can tailor your message to their specific needs.
3. **Use visual aids:** Pictures, diagrams, and even hand gestures can help to reinforce your message and keep your audience engaged.
4. **Be confident:** Remember that you are the expert on your topic. Be confident in your knowledge and abilities.
5. **Use body language:** Your body language can convey just as much information as your words, so be sure to use gestures and facial expressions to emphasize your message.

After the event,

FOLLOWUP

After events, it's always important to follow up with those you connected with. This shows that you appreciate the conversation and can allow partnerships and mentorships to develop. A simple thank you email or note can go a long way in building relationships. Also, following up with any promised information or materials can show that you are committed to providing value.

Personalize your follow-up messages and address any specifics or questions raised during the conversation.

If you have feedback for the organizers of an event, it is important to share it with them thoughtfully and constructively. Whether you had a positive experience or encountered some challenges, your feedback can help the organizers improve their event and make it even better for next year's attendees.

If you are interested in getting involved with the event next year, let the organizers know. They may have volunteer opportunities or other ways you can contribute to the success of the event. This can be a great way to connect with others who share your interests and help make the event even more meaningful.

Final Tips



- Dress in layers (Inside temps can vary)
- Bring a light, sturdy bag to pack your essentials
 - Water bottle, reusable coffee thermos, protein bars, business cards, laptop, notebook, etc.
- Wear comfortable shoes
- Set an intention
- Have fun!

Thank You



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