

Career Tips

The Show is On

The work starts before the event ever begins. Obtaining an attendee list is just a matter of going on-line or calling the event planner once you are registered. If it is a conference or convention over a few days, then start contacting clients in advance to set up a brief meeting or a meal together.

Here are some tips for your next reception:

- Arrive on time for a reception or within the first 15 minutes. The CEO or VIPs always show up on time, meet the people they want and need to meet and leave. Be “fashionably late” and miss them.
- Meet new people. Don’t arrive with friends, eat and drink with friends and then leave with your friends. Approach small groups, much easier to be accepted. Meet with a firm, web-to-web handshake and always good eye contact and a smile.
- Exchange business cards and you can always exit by saying “it is a pleasure to meet you – I hope I see you again throughout the conference.”
- This is not your last meal. Don’t walk around carrying a plate of food and a drink. With both hands full, it makes it real hard to talk, shake hands and exchange business cards. Find a great new client or associate and invite them for a drink or to sit for a snack.
- Exit with grace. To exit is as importance as your entrance. Stay 45 minutes for a 1 ½ hour reception. If a lot shorter, people will wonder why you even came at all.

Learning and using the basics of etiquette can help create a comfortable and fun time as well as a productive learning experience at your next industry conference.

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