



Association of School Business Officials International

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Networking Tips for the ASBO Annual Meeting & Expo from Marshall Brown, Career and Executive Coach

A number of my clients find networking at conferences to be a challenge. With the ASBO annual conference coming up in October, I thought it might be helpful to provide you with some networking tips.

- Be an active participant in seminar discussions. Be willing to initiate, facilitate, or report on behalf of your small-group discussions.
- At the end of seminars that really interested you, ask the group if anyone would like to continue the discussion during a break or over dinner. Meet and talk more with anyone who indicates interest and have a professional discussion on the topic. Be willing to share what you know while respecting others' expertise and opinions.
- Find out as much about their professional interests and expertise as you can without coming across as pushy.
- Exchange business cards afterward. And if you are "between successes," have a business card that includes your personal contact information and bring it to the conference.
- Print stickers for the back of the business cards you take to the conference that say "We met at the ASBO conference in October 2012." It will remind people how they know you.
- Write the topic you discussed on the business card before handing it to others. Again, this will jog their memory.
- Get their business cards and link their contact info to your notes about their interests and expertise.
- Email them the week after the conference to tell them how much you enjoyed the discussion (but don't ask for business or a job).
- Email them several weeks or months later with a question that interests you on a topic in which they have expertise. Don't forget to remind them where you met. See if this develops into a conversation.
- For the people who exchange email, follow any paths that present themselves during your discussions that pertain to your long-term or short-term goals.
- Remember the exhibitors. Introduce yourself to selected exhibitors and let them know your interests. Leave a business card so they can help connect you with others who have similar interests.
- Never eat alone. As much as you may want to re-charge, a meal is the best opportunity to make connections.

See you in Phoenix!!

Marshall Brown

Don't miss Marshall's session on creating your personal brand on Sunday, October 14, from 9:15-10:15 a.m. in Room 127B.

ASBO's Career Central is brought to you by



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