

6 Tips to improve your networking game at mobile conferences



HAVE CRYSTAL CLEAR GOALS



Study the agenda and outline what you want to take away from it.



Check who is attending and if they can add value to you.



Set meeting goals as to how many people you want to meet each day.

DO YOUR HOMEWORK



Send an email or tweet to the people you want to talk to telling them you would like to engage with them.



Write down and be prepared with the discussion pointers.



BOOK A ROOM AT THE VENUE



A lot of networking happens outside the session halls. You can **meet people in relaxed settings** like the club or the breakfast buffet or even the lobby.



If inviting people to your booth, **keep some branded giveaways** for them.

USE A SOCIAL DISCOVERY APP



It's a **mobile app conference** so, make the best of your device.



Discover people, **schedule** meet-ups with business matchmaking and meeting apps.



CARRY BUSINESS CARDS



You may think this is old school but **exchanging business cards** still works.



There will be thousands of people; **give them something to remember you by** and connect later.

BE PERSONABLE



Show interest in others rather than just selling yourself.



Pay attention to what they are saying so you could use it in your next meeting with them.



App conferences can be a very powerful tool if used properly. It puts you in contact with all the important people. So, make connections, offline as well as online – LinkedIn, Twitter, Facebook – the world is your social oyster!

Happy conferencing!