6 Tips to improve your networking game at mobile conferences

**HAVE CRYSTAL CLEAR GOALS**
- Study the agenda and outline who you want to talk to and why.
- Set meeting goals as to how many people you want to meet each day.
- Check who is attending and if they can add value to you.

**DO YOUR HOMEWORK**
- Send an email or tweet to the people you want to talk to telling them you would love to engage with them.
- Write down and prepare 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 over the lobby.
- If inviting people to your booth, keep some branded giveaways for them.

**USE A SOCIAL DISCOVERY APP**
- It's a phone app conference to make the best of your day.
- Discover people, schedule meet-ups with business matchmaking and meeting apps.

**CARRY BUSINESS CARDS**
- You may think it’s 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 PERSONAL**
- 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 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 system! Happy conferencing!