

Networking



This week...

Fiona asks Chris to attend an event in order to do some networking for their company. Chris is finding out what he needs to do while he is there.

Lesson Objectives...

- Networking
- Attending formal events

Business English Conversation

Super Class

Warm Up – Topic Question



What are some effective ways to network?

Picture Description

Where are they, and what are they doing?



B



A



Fiona	I'd like you to attend a charity event on Friday night. It'll be attended by some very important people, and I want you there to do some networking on behalf of the company .
Chris	Wow, that's a big deal. Thanks for putting your trust in me . I've never done this kind of networking before. What should I do?
Fiona	Networking is all about being likeable and convincing people that you can offer some kind of value now or in the future.
Chris	Got it. Is there anyone in particular you want me to talk to?
Fiona	There'll be a couple of executives from ABC Investments at the event that I'd like you to schmooze . If you can get on their good side we might have a chance of getting some big contracts.
Chris	Sounds like a big challenge, but I will do my best for the sake of the company.
Fiona	Relax and be your usual charming self. I have complete faith in you!

Role Play – Networking



Student A wants Student B to attend a formal event to network with important and influential business people. Student B asks Student A about how to network effectively.

Key Phrases

- I'd like you to represent our company at an important event.
- Be sure to
- Try make a good impression.
- What do I say to people?
- What should I wear?
- Is there anyone in particular I need to talk to?
- I will do my best!
- *Other*

Event

- charity event
- gala
- product launch
- award show
- formal dinner
- *other*

What to do

- introduce yourself
- be charming/likeable
- be polite
- mingle
- work the room
- talk to the ABC execs
- mention our company
- exchange business cards
- *other*



Talk about one of the following topics for one minute:

1. Networking as a valuable tool for career advancement.
2. Making a good first impression.
3. Attending formal events in a professional capacity.

*Other students in the class, ask one question each to the presenter after the speech

- Should we always be very formal when talking to business people?
- Have you ever represented your company at a social event?
- Do you have a good business network of your own?

I have a really good **support network** in my department.



old boy network – a system of contacts made by men at private schools, universities or clubs, which they use to help each other

- John and Peter are part of the **old boys network** of guys who went to Harvard.

support network – a group of people that you can trust to help you in a time of need

- It's been a challenging week, but thanks to my **support network** I got the project finished.

it's not what you know, but who you know – people get ahead in life based on their connections, not on their skills or their knowledge

- When it comes to getting ahead in business **it's not what you know, but who you know.**