

Be the Host! Spread the Energy! Pegine's Power Networking Tool #1

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On the shores near my home you will see several fishermen working the net every morning. They prepare their nets. They look for holes, worn areas and scan the ocean looking for the perfect place to cast their nets. Once they find their perfect place they cast their net into the ocean, work the net and reel in the results.

They categorize their results:

- Delicacies that surprised them
- Fish that they wanted
- Fish that they will throw back for others to catch
- Garbage that they will throw away

They work their nets, which is where the word networking came from. Just as you work your nets at events you will also find:

- People who are gifts. People who provide you with resources, connections, and business
- People who you wanted to meet and will develop into clients or strong advocates.
- People who aren't a good fit for you but you will share with others in your network.
- People who are a waste of your time.

Just as you are working your nets at events others are working their nets at the same event. Your job is to be considered as a gift – a great catch in their net - to become the person that others value. Someone – not to covet - but to be valued, shared and promoted among others in their net. How can you be considered a gift high priority in a person's network? By utilizing these strategies at your next networking event:

Be the host –

Most people attend an event thinking they are the guest. They would never consider crossing the line and becoming the host however at an organized event there is no host. An organization may be sponsoring the event or at wedding the bride and groom may be considered the host – but they are too busy being the star. When a group or organization is paying for an event there is no real traditional host.

Think about it. When you have company to your home you follow a routine. You open the door, welcome the people, invite them in, take their coat, escort them further into your home, offer them a drink and some food, introduce them to others and release them

to the care of the other attendees. You go back and repeat the process for the next guest ringing the doorbell.

This does not happen at events. No one plays the role of the host – until now. Take charge, be a leader and in a sense ‘volunteer’ by becoming the host. There are four things you need to know about being a host. One, who is the sponsoring organization – why are they here. Two, know where the food and drinks are. Three, know where the rest rooms are and finally know where you are sitting.

Be the host and greet people as they arrive and ESCORT them into the middle of the room. Tell them where the drinks and food are – give them the lay of the land. Ask them what brought them to the event. As you reach the middle of the room and connect them to another attendee. *“Hi my name is George; this is Sheila she just arrived. What is your name? Sheila this is John. I have to go back to welcome others. I hope you both have a great time. I will check back to you later”* NOTICE... George never mentioned his ‘elevator speech’. He will get to do that later. Right now he is making himself comfortable and connecting himself to the group. He knows that as he meets and greets people, making them feel welcome he is at the same time building his credibility.

Notice he did not stand by the front door and say hello as people walked by. That is a Wal-Mart greeter (no offense to Wal-Mart). You want to be seen as a mover and shaker, a leader who clearly cares about the people you interact with. George escorted the people to the middle of the room, facilitated a connection with others, the organization and with himself. He wants to serve.

Help others get what they want -

People attend conferences and events for various reasons. You yourself attend for a specific purpose. Think about it. If a Facilitator asked you *“Why are you attending this event? Who do you hope to meet and connect?”* AND you learned that this very same facilitator, several hours later, connected you to who you wanted to meet - how would you feel about the Facilitator? Would you be inclined to learn more, share more, or refer more to that person? Would you want them in your network? If you are smart you would.

Remember to think like a host. Help those you meet connect with others, become their facilitator. They will in turn connect you with others. When you ask attendees *“Why are you attending this event? Who do you hope to meet met or connect with? What would make this event, conference, meeting great for you?”* First they are surprised and then are grateful. For some the questions that makes them think. *“Gee I really don’t have a plan. That is a good idea”* for others they become excited because someone was thinking about them *“Thank you so much, I was hoping to achieve ---- and meet ----“* Now if you know the person they want to meet you can introduce them – or qualify them (why do they want to meet this person) to make sure your reputation stays intact.

However most importantly is the recognizing that now you have a task to do. Look for the connectors. How can you help Mary meet Frank? You don't have to go running through the halls – but you do have to *raise your antennae* – become prepared so when you do meet Frank you can refer him to Mary.

How does this help you? Most times Mary and Frank are surprised that you helped them. It is so rare. They want to know “WHO ARE YOU?” You are perceived as being well connected, a leader and someone who knows how to play the game. They will ask YOU who do you want to meet and how can I help you.

MAGIC... This has worked countless times for me. I've met so many interesting people, been invited to exclusive events where I met my perfect clients. It is pure MAGIC.

So cast your net and reap the rewards.

Create energy and movement -

Finally stir up some energy. Connections, business and opportunities flourish when there is energy. Too often events become... well deadly. People stand in the same place, have the same conversations and are – bored. Not you though. You are going to create energy in the room. You do this by working the room (like working the net). Think of a butterfly that flutters from flower to flower. You will ‘flutter’ from group to group, just like a host.

However when you go from group to group you are actively thinking “*I'm powerful, energetic and I share this energy with everyone in the room*” Smile, put your hand out and DON'T ASK FOR ANYTHING! Just move around the room acting as the host and make sure all is well. Your energy and ‘fluttering’ will be noticed and appreciated. Help people move around the room by taking them from one group “*John I want you to meet Isabel*” and bring them to a new group “*Isabel and Yolanda I want to introduce you to John*”. Keep doing this. This is what a *mover and shaker* does – building connections and creating name recognition for themselves and others.

So cast your net and reap the rewards.

Feisty and fun Pegine (www.Pegine.com) was inducted into the Motivational Speakers Hall of Fame and named 1 of 100 Global Thought Leaders on Diversity. Pegine is author of “Sometimes You Need to Kick Your Own Butt”.

Call today to book Pegine for your event: 904-280-8806