

Your Guide to Speed Networking at ILTM 2009

Speed Networking is your way of meeting the maximum amount of VIP Buyers in 60 minutes.

Over the course of an hour, you will have up to **12 - four minute appointments** – use those four minutes to introduce yourself, your products and services and understand exactly what the VIP Buyer you are meeting with is after.



Sessions will be divided into **specific product categories** – from gastronomic and cultural tours to urban retreats and adventure holidays - so if you're a luxury city boutique hotel or a glamorous gastro-safari, we have the right session and the right VIP Buyers for you.

If you're new to Speed Networking don't be daunted, do it right and play by the rules and it's easy. If you've experienced it before, this year we've changed a few things to make it an even more productive use of your time.

How Speed Networking works

❑ The secret to effective Speed Networking is **planning**. Make sure you have a shortlist of VIP Buyers you want to meet and plan your session in advance. (A list of all attending buyers will be circulated prior to the show).

❑ **This year we're trying something new!** So that you don't meet with people you already know, we're allowing you to go anywhere and see anyone during each 4 minute session! This means you do not have to progress to the next VIP Buyer to your right in an orderly queue, instead you can jump from table 1 to 24 to 16 to 54 as long as the VIP Buyer is free.



❑ Should someone already be talking with a particular VIP Buyer you would like to speed network with, we ask that you wait patiently behind them ready for the next changeover. This may mean that you lose an appointment, but you can be sure to speak to the VIP Buyer you want.



Hint:

Try your luck and sit in any empty seat – you never know who you might find opposite you.

The basics of Speed Networking

- ❑ Buyers sit – you move when indicted to every four minutes
- ❑ Don't move until your four minutes are up as it upsets the flow! You get up to 12 meetings and everyone is in this together so jumping around disadvantages you as well as other participants
- ❑ Buyers will be arranged alphabetically by company name to make it easier for you to get from A-Z.
- ❑ Get to the point: Establish quickly whether you have mutual business interests; remember that you can always continue your conversation after the networking session. You've only got four minutes so make them worthwhile!



- ❑ Watch the clock: Be respectful to other Speed Networking participants and keep to the allocated time and move on at the end, this will also ensure you too get to see as many people as possible.

Speed Networking is all about breaking the mould of formalised networking – while business and creating new opportunities for you is always at the heart of any aspect of ILTM, who says you can't have a little bit of fun too?

If you have any questions about Speed Networking at ILTM 2009 please contact a member of the ILTM Team at iltmteam@reedexpo.co.uk