



Don't commit a faux pas
at your next function.

launches, seminars and awards ceremonies, which although they are special occasions, can often be daunting. I attended a seminar to help me feel more comfortable and confident at networking events.

"The seminar was great because it was quite a small and friendly group and I picked up a few simple but effective tips. I feel much more comfortable about meeting new people at functions now."

You're better off meeting three people and having a good quality conversation than trying to get around to thirty people. Wait until the end of the conversation to exchange business cards and ask the other person for theirs first. You don't want to make a sales pitch at a networking function and thrust your business card at them like you're handing out flyers in the main street of town. It can be offputting to other people if you come across as too pushy or needy. After all, you're there to build good relationships.

"It surprises me to see people talk constantly about themselves, hand out a business card and walk away, that's anti-business," says Lea-Anne Brighton.

"Unfortunately most people are 100 per cent focused on themselves. If you ask questions, listen and make conversation, others will warm to you and remember you," says Brighton.

■ Sue Currie is the founder and Director of Shine Communications. She consults and conducts workshops on PR, media, image and etiquette. Visit www.shinecomms.com.au