# Post-Networking Follow-Up Strategy

This playbook outlines actionable steps for following up after a networking event. The goal is to turn new connections into lasting and productive professional relationships.

### Step 1: Organize Contacts

Sort through the business cards and contact information you gathered at the event. Categorize the contacts based on interest, industry, potential collaboration, or other relevant criteria.

### Step 2: Prioritize Follow-Ups

Identify which contacts you want to follow up with first. Prioritize based on the strength of the initial interaction and the potential opportunity each connection represents.

### Step 3: Immediate Acknowledgment

Send a quick email or message within 24 hours of the event to thank each contact for the conversation and mention something specific you discussed to show genuine interest.

### Step 4: Connect on LinkedIn

Send personalized LinkedIn connection requests. Include a brief message reminding them of your interaction if the platform allows.

### Step 5: Schedule Meetings

Propose a follow-up meeting or call for contacts with clear synergy or mutual benefits. Be flexible with your availability and suggest a specific timeframe to make scheduling easier.

### Step 6: Continued Engagement

Engage with your new connections on social media by liking, commenting, or sharing their content to keep the relationship active and show ongoing interest in their work.

### Step 7: Record Information

Keep a record of all your new contacts, the follow-ups you've done, the responses received, and scheduled meetings. Use a CRM tool or a spreadsheet to help track your interactions and follow-up actions.

### Step 8: Provide Value

Offer helpful information, introductions, or other resources to your connections without an immediate expectation of return. This helps establish the relationship as mutually beneficial.

### Step 9: Review Feedback

After a few weeks, review the interactions and feedback from the contacts. Assess what strategies worked well and what could be improved for future networking events.

## General Notes

### Reflect on Interactions

Take some time after the event to reflect on the conversations you had, noting any particular interests or needs that were expressed by your new connections.

### Follow-Up Timing

While immediate acknowledgment is crucial, space out other follow-ups appropriately to avoid overwhelming your new contacts or appearing desperate.