

FOLLOWING UP AFTER NETWORKING

Mastering your follow-ups after a professional conference can turn brief introductions into valuable career connections.

- 01 **Act quickly:** Reach out while the event is still fresh in the minds of the people you met. Send social media connection requests or emails within 1-2 days.
- 02 **Organize your contacts:** Immediately sort your business cards or digital notes by category (such as “Partnerships,” “Informational Interviews,” “Subject Matter Expert,” etc.) to guide your follow-up efforts.
- 03 **Personalize your outreach:** Avoid using default connection templates. Mention a specific topic you discussed, a session you attended together, or a shared interest you discovered to show the conversation was genuine.
- 04 **Connect on LinkedIn:** If you initially connected via email or business card, send a LinkedIn request with a brief note to place you on the other person’s radar.
- 05 **Offer immediate value:** Delay making a request. Share an article, resource, or tool related to what you discussed to establish yourself as a helpful peer or connector.
- 06 **Keep it brief:** Respect the other person’s time by keeping messages brief. State clearly why you are reaching out.
- 07 **Suggest a next step:** Instead of an open-ended “let’s stay in touch,” propose a specific action, such as a 15-minute Zoom or Teams call or meeting for coffee.
- 08 **Automate scheduling:** Provide a link to a calendar tool so the person can easily choose a time for a follow-up call or meeting.
- 09 **Track your progress:** Use a spreadsheet or other tool, noting the date of your last contact and setting a reminder to reach out again in 1–2 weeks if you haven’t heard back.
- 10 **Engage sincerely with public content:** Before and after you reach out, interact with the person’s professional posts on LinkedIn by leaving thoughtful comments.