

Say less, connect more

1 Craft a strong introduction

Your 30-second formula

Name + organization/company + role.

"Hi, I'm [name], currently working at [organization/company]. I'm a member of their [team/department] as [role]"

Passion + skills + personality.

"Through [experience] I discovered a passion for [area]. I've developed skills in [skill 1], [skill 2], and [skill 3]. Outside of work I enjoy [interest] because [reason]."

Invite dialogue.

"I'm really interested in growing in real estate and I'd love to hear how you found your way into the field. What's your experience been like?"



Practice out loud before the event

Your intro should feel natural, not memorized. Say it to a mirror, a friend, or out loud in the hallway.



Adapt it to the moment

Shorten for a quick hallway intro. Expand over lunch. Read the room and adjust accordingly.



Repeat their name immediately

When they say "I'm Sarah," respond "Great to meet you, Sarah!" It cements the name and signals you're present.

2 Conference etiquette

Phone away

Don't cluster with students only

Pen & journal for notes

Arrive 10-15 min early

Enter conversations gracefully

Eye contact

Listen to receive, not to respond

Wait for a natural pause

4 The follow-up (The most important part)

- ☐ Within 24 hours: Send a LinkedIn connection request with a personal note mentioning where you met and what you discussed.
- ☐ Personalize: Reference something specific from your conversation, not just "Nice to meet you."
- ☐ Clear ask: Request a 15-30 minute call. Give 2-3 time options to make it easy to say yes.
- ☐ Log every connection: Build a spreadsheet – name, organization, title, how you met, last contact, next steps.
- ☐ On the call: Research them first on LinkedIn. Ask about their career path. Listen more than you talk.
- ☐ Build long-term: Circle back every few months. Share an article, a quick update, or just say hello.

Sample follow-up message

"Hi [name], it was great meeting you at [event]! I really enjoyed our conversation about [specific topic]. I'm exploring opportunities in [area] and would love a 20-minute call to learn more about your experience. I'm available [day] or [day] – would either work? Thank you for your time!"

3 Network with a purpose



Set an intention before you walk in

Know what you want from this event: a mentor, industry insight, an internship lead. Clarity drives better conversations.



Relationship-building, not self-promotion

Ask questions. Show genuine curiosity. The best networkers make the other person feel seen, not pitched to.



Always close with a next step

Ask for their card, email, or LinkedIn before you part ways. "Would it be okay if I reached out?" rarely gets a no.

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"Networking is a skill that improves with practice. Every conversation is a rep."