



Think Aspects Promotions (PTY) Ltd • 2006/011697/07
 310 Voortrekker Road • Krugersdorp
 P.O.Box 9608 • Devon Valley • 1715
 Tel: 0860 105 451 • Fax: 086 600 5565
 info@thinkaspects.co.za • www.thinkaspects.co.za

Business Network Planning

Event Name:		Place:	
Date:		Time:	

BEFORE the event (checklist):

✓	ACTION	WHEN?
	Event booked in diary	Immediately
	Business Cards ready	3 weeks before
	Prepare advertising material	3 weeks before
	Number of new contacts I want to meet:	1 week before
	Make sure website is up to date	1 week before
	Practise elevator pitch	Same day
	Pen and notepad ready	Same day

DURING the event:

- Behave like the host and make others feel welcome
- Make an impression that others will remember (not in the pub afterwards)
- Don't sell – meet people and learn about them and their needs
- Don't sit or stand around with your friends

AFTER the event:

✓	ACTION	WHEN?
	Add all new contacts to your contact database	Next day
	Contact your new contacts	Next day
	Send something of value to your new contacts	2 weeks later
	Look out for a referral for one of your new contacts	1 week later
	Schedule further contacts	Ongoing

(To download this document, go to www.thinkaspects.co.za)