



NOHRA NETWORKING TIPS - DECEMBER 2024

Whether in person or online, holiday parties offer a great chance to network and build connections for future opportunities. Networking during the pandemic presents challenges, but the key is to plan ahead, reach out to people, and follow basic networking principles.

Here are some tips to help you turn your organization's annual holiday party into a successful networking opportunity:

Tip #1: Attend with a Positive Attitude

Your attitude is evident to others, and if you appear uninterested, it will be noticed. Make an effort to attend the event with a positive outlook; people are more likely to engage with you.

Tip #2: Set Clear Goals or a Strategy

Research the event and its attendees. If you're invited to multiple holiday parties, choose the ones that align with your networking objectives. Have a goal in mind, such as connecting with specific people, and focus on making those connections.

Tip #3: Network with the Right People

While it's tempting to stick with your usual group, take the opportunity to socialize with others. Use your research to identify key individuals you should connect with to achieve your networking goals.

Tip #4: Stay Off Your Phone

Holiday parties are meant for relaxation and interaction, not for checking your phone. Constantly looking at your phone can make you seem distracted and unapproachable.

Tip #5: Participate in the Event

Engage with the event's activities. Whether it's wearing an ugly holiday sweater or joining a gift exchange, participating shows your positive attitude and helps you connect with others.

Tip #6: Avoid Hovering Around the Food Table

Don't spend too much time at the food table. The primary purpose of the party is to socialize and network, so focus on engaging with people rather than lingering by the snacks.

Tip #7: Bring Your Business Cards

Have your business cards handy, but don't distribute them indiscriminately. Only offer a card when it's requested and be sure to ask for one in return.

Tip #8: Leverage Your Business Contacts

If you know someone who can introduce you to a person on your networking list, ask them to facilitate the introduction. A mutual connection can make the interaction smoother and less awkward.

Tip #9: Be Conversational and Listen

Start conversations with light, non-business topics after introducing yourself. Ask friendly questions and listen attentively. Show respect and genuine interest in everyone you speak with.

Tip #10: Know Your Alcohol Limits

Limit yourself to two drinks at the party. You want to be remembered for the right reasons, not because you overindulged.

Tip #11: Know When to Leave

Pay attention to the party's tempo, and make your exit when things start to wind down. Leaving at the right time ensures a good impression.

Tip #12: Say Thank You

Before leaving, personally thank the host. Follow up with a thank you email or note the next day. Also, reconnect with people you met at the party through follow-up emails, calls, or LinkedIn invitations.

These tips can help you make the most of your company's holiday party, ensuring that it's both enjoyable and productive for your professional growth.