

**SAVVY SOCIALIZING:
HOW TO BENEFIT
YOUR INSTITUTION
AND YOURSELF**

ADRP New York Regional Workshop
March 16, 2012

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There are no strangers, only friends you haven't met yet.



A great attitude for Donor Relations work!

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What are you hoping to take away from this morning's session?



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FOUR KEY SAVVY SOCIALIZING TECHNIQUES FOR EVENTS

1. Introductions:

- Handshakes
- Tag lines
- Connecting



○ Practice

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Joining a conversation



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2. Joining a conversation

- Someone you know
- 3+
- Eavesdrop
- Hover
- Observe body language
- Be genuine


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3. Topics and Timing



- Institution/Event
- Stay current
- Motivation
- Passion hobbies
- 7-9 minutes



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4. Leaving a conversation



- What not to do!
- Be gracious
- Intro others
- Compliment
- Business cards

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⦿ Bonus!

- Food and beverages
- Follow-up

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Practice

- Take the next 7-9 minutes

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STRATEGIES FOR TARGETING SPECIFIC PEOPLE AT AN EVENT

- Value of a name tag table
- Re-introducing yourself
- Getting others to facilitate introductions
- Making a positive impact



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WHEN ELSE MIGHT THESE APPLY?

- Hosting a table
- Campus visits
- Off-campus small group meetings
- Others?

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THANKS FOR YOUR ATTENTION!

For savvy socializing emergencies,
please call

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