

NACE Networking Presentation

Tuesday, February 9, 2010

Your NACE investment...Networking or Not Working?

**I Propose Today: “if you’re not networking, you’ll net not working...or not working efficiently” (You’re spinning wheels...wasting valuable time!)**

- I. Ask yourself this question...”self”...why did you join NACE?
- A. Somebody told me it was a good organization to belong to?
  - B. I wanted to get to know people in the industry?
  - C. It brings me prestige to tell people that I belong to an association of Professionals
  - D. I like eating good food?
- II. Let me ask you a question...”What is NACE to you?”
- A. A good social outlet?
  - B. A tax write off?
  - C. A place where you can discuss your favorite TV show?
  - D. An excuse to run away from work and get a drink?...& commiserate!
- III. **The NACE Mission Statement: “The mission of NACE is “To provide catering and event professionals superior education, networking and resources to enhance career success and deliver excellence to clients.”**
- IV. What is the cost of the investment?
- A. Money
    - a. Annual Membership Fee \$395.00 (1<sup>st</sup> Yr.); \$345.00 Annually
    - b. Monthly Dues \$40.00
    - c. Event participation exp \$10.00 – 100.00 fundraisers (Tasty Travels to Gala; \$995.00 (NACE Convention)
    - d. Travel expenses \$1,200 - 2000.00 (Airfare & Room)
  - B. Time
- V. What are the benefits of this investment?
- A. A plaque or certificate to hang on your wall (Prestige)
  - B. NACE The Trends Report (emailed); NACE Website
  - C. Get to know some of the people in the industry
  - D. Get to hear some interesting things about ....at times about nothing at all (like Seinfeld?)
  - E. Get to eat good food and drink (*That’s someone on a low carb Adkins diet...”eat like a pig; look like a twig”*)  
*Water Diets don’t work! (Water diet Motto: If you don’t want to show it...flow it or blow it)*
  - F. Get to hang with people who understand what you do, why you do it, and what you’re going through.
  - G. Find healing for your soul from people who care.
- “Companies and Owners want to know the ROI - Return on Investment”**
- VI. The **real** question is: “What are the potential benefits of this investment”
- A. Scuttlebutt
    - Learn about the industry...Feel the pulse
    - Learn about ways to make money...and faster..
    - Learn about business or work opportunities...(Don’t raid or cannibalize!!!...We’re not trying to create a cockroach banquet!)
  - B. **The essence of networking is that people want to do business with people who they know and trust. NBF -Become “New Best Friends”!**
    - C. To **Give** is more important than to **Gain** However, you’ll be surprised at how much you gain when you give!
    - D. Activity: Break up into groups....Take 3 minutes to ask the people you’re with to either help you with a problem that you have **OR** find out if you can help them with something that benefits them or solves a problem  
(Are you in need or something? Do you have open dates on your calendar? What is the best thing I can do to help you?)
- VII. How do I reap the benefits?
- A. Where’s the Business Cards! What do you do with them once you get them?
  - B. Get to know people and especially what they do.
  - C. Let people know what you do and how (or why) you do it better. Don’t be afraid to ask for business from NBFs!
  - D. Is it better to be a Hunter or a Farmer? Long term results vs. short term results. Right now, HUNT FOR SEEDS!
- VIII. **Closing: “If you invest in your networking, your investment will net work for you!”**
- A. Show Video Presentation