Don't Waste Your Conference! How to make the most of a networking event

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What does a **mammal** have to do with a **metropolis?**

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Urban Science Experts

Luis Bettencourt

Geoffrey West

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If you move a person from a city of fifty thousand to a city of six million, he is going to do three times more of everything we can measure.

Geoffrey West

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How is a **conference** like a **city**?

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Cities are like idea factories. Research shows creativity is directly related to population density.

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This happens **spontaneously** in cities over time. You must be **intentional** at a conference over a few days.

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Maximizing the Value of a Networking Event with Good Questions

Step 1: Questions to ask BEFORE the event

Step 2: Questions to ask DURING the event

Step 3: Questions to ask AFTER the event

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You can tell someone is smart by their **answers**. You can tell someone is wise by their **questions**.

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**Maximizing the Value of a
Networking Event with
Good Questions**

Step 1: Questions to ask BEFORE the event

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**Maximizing the Value of a
Networking Event with
Good Questions**

Step 1: Questions to ask BEFORE the event

What am I learning that could add the most value
to others?

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**Maximizing the Value of a
Networking Event with
Good Questions**

Step 1: Questions to ask BEFORE the event

What is the most important idea, opportunity
and/or challenge I would like to process with others?

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Maximizing the Value of a Networking Event with Good Questions

Step 1: Questions to ask BEFORE the event

What questions will enable me to best engage and learn from others?

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Step 2: Questions to ask DURING the event

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Step 2: Questions to ask DURING the event

What learning choices do I need to make tomorrow?

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Step 2: Questions to ask DURING the event

How could the learning options available contribute to my active personal growth plan?

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Step 2: Questions to ask DURING the event

Who do I want to seek out for specific interaction?

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Maximizing the Value of a Networking Event with Good Questions

Step 3: Questions to ask AFTER the event

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Step 3: Questions to ask AFTER the event

In light of this learning experience…

What is the most important idea I need to consider?

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Step 3: Questions to ask AFTER the event

In light of this learning experience…

What is the most important relationship I need to pursue?

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Step 3: Questions to ask AFTER the event

In light of this learning experience…

What is the most important conversation I need to have?

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Step 3: Questions to ask AFTER the event

In light of this learning experience...

What is the most important decision I need to make?

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Maximizing the Value of a Networking Event with Good Questions

Step 3: Questions to ask AFTER the event

In light of this learning experience...

What is the most important action I need to take?

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John – 2007   Joe – 2022

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Cities are idea factories because of their cognitive diversity and population density.

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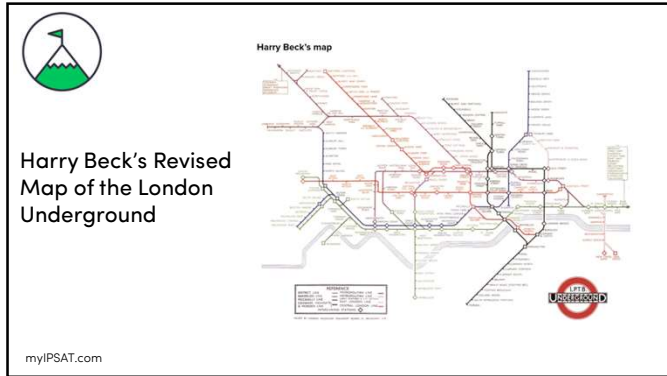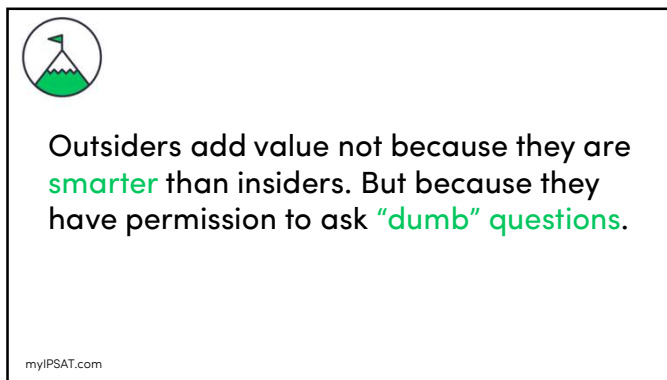
25

Map of the London Underground in 1908
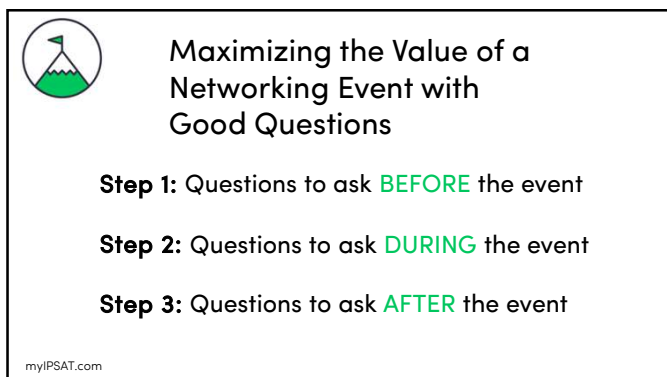
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Harry Beck

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Harry Beck's Revised Map of the London Underground

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Outsiders add value not because they are smarter than insiders. But because they have permission to ask "dumb" questions.

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Step 2: Questions to ask DURING the event

Step 3: Questions to ask AFTER the event

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