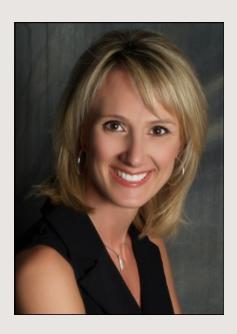
HOW TO APPROACH KEYNOTE SPEAKERS AT A CONFERENCE WITHOUT LOOKING WEIRD TIPS #4 -6 Cami Zimmer



Try to find common ground...fast.

Learn something about their personal interests and use it to introduce yourself.



Make eye contact. Smile. Say Hi.

Don't view trade show events as the chance to close a deal, but rather as the chance to take the first step down the long, profitable road of friendship and mutual benefit with a new word-of-mouth marketing partner. The most important thing I can impart to you is that you must approach this with a sense of wanting to learn as much as you can about the other people you'll meet instead of trying to tell them all about you.

