

HOW TO APPROACH KEYNOTE SPEAKERS AT A CONFERENCE WITHOUT LOOKING WEIRD

TIPS #4 -6 Cami Zimmer



- 1 Try to find common ground...fast.
- 2 Learn something about their personal interests and use it to introduce yourself.
- 3 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.

..... [@CamiZimmer1](#)