

HOW TO APPROACH KEYNOTE SPEAKERS AT A CONFERENCE WITHOUT LOOKING WEIRD

TIPS #1 -3 Cami Zimmer



- 1 Ask for an introduction from mutual connections ahead of time.
- 2 Reach out to people (live) on Twitter to let them know you'd like to chat.
- 3 Introduce yourself at a happy hour.

“ 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](#)