PRIOR TO THE EVENT

- RSVP to your local Northwestern Connects event
- Recruit your local Northwestern friends and colleagues to attend the event with you. Spread the word by forwarding the event web page and/or posting a link on your personal Facebook page.
- Tweet your plans to attend and share interesting networking articles on Twitter using the hashtag #NUConnects
- Sign up for/log into Our Northwestern and update your profile. Northwestern Connects is a great occasion to strengthen your Northwestern Network beyond just the local event.
- Check out networking tips and resources at http://alumni.northwestern.edu/NorthwesternConnects
- Review the list of registered attendees (updated twice weekly) to see who is attending your local event who may be working in your field of interest.

AT THE EVENT

- Bring plenty of business cards to distribute to new contacts.
- Don’t be shy! You’re there to meet people – and so is everyone else. Circulate amongst those you may not already know.
- Don’t be nervous about approaching individuals or small groups.
- Remember to introduce yourself and your friends or colleagues to anyone who may join your conversation in progress.
- Don’t try to meet everyone. Instead, focus on circulating, and spend some time with those who share some connection or interest with you. Quality beats quantity.
- Have some fun! Share your observations via Twitter with event organizers and alumni in other time zones who may have attended earlier or may be attending later events.

AFTER THE EVENT

- Follow up with new contacts by emailing them directly, connecting with them via LinkedIn, Our Northwestern or via other social media platforms.
- Promise to make an introduction or grant an informational interview? Keep your word when your new contact follows up on a conversation note.
- Strengthen your new ties by providing introductions or sharing interesting, relevant articles or job posts through those you met. You’ll form a more solid connection in the long run if your initial follow-up benefits your new contact.
- Post photos to the Northwestern Connects page in Our Northwestern.
- Respond to the survey sent from the NAA to all registrants. Let us know what you liked about the event and what we can do better next time.