



Women in A/E/C Networking

Key Takeaways from the A/E/C Women's Networking Event: ***Business Development and Networking in a Remote Environment***

Meeting Date: September 17, 2020

Enhance your virtual meetings.

- Create customized zoom backgrounds for client and prospects
- Ensure that everyone on your team knows how to use the virtual meeting platform in advance of the meeting
- Provide handouts and agenda in advance of the meeting

Content is king.

- Provide educational white papers that are available for download on your website
- Track website traffic and downloads; review analytics to determine which content is most appealing
- Keep your information simple so people stay focused. Implement as much graphical representation of concepts as possible. Just because what you may be presenting is highly technical does not mean your presentation needs to be complex.

Business Development is a team effort.

- Teach everyone in the organization to develop business, rather than only the official "Business Development" team.

We're all craving a personal connection, so make your communications personal.

- Infuse humor into emails
- Schedule 15-minute virtual "coffee" catch-ups
- Provide insight and conversation without trying to actively sell. Invest in the relationship.
- Post videos on social media. Aim for videos that are 3 minutes or shorter. Use rev.com or zsubtitle.com to add subtitles.
- Spotlight team members on LinkedIn and incorporate personal, not just professional, details



Women in A/E/C

Networking

People love gifts and mail, and we all value a kind gesture right now.

- Send gift certificate “Pick me ups” – consider e-gift cards vs. physical mailers
- Add your company logo to a Starbucks ecard.

In person meetings aren’t entirely off the table.

- When requesting a meeting, provide the option of either a socially distant in-person meeting or a zoom meeting, so the other person can pick the option that they feel comfortable with.
- Go outside! Hike, walk, golf + food delivery service

Tired of virtual only communication?

- Proactively call clients and prospects rather than relying on email for all communications.
- If the client/prospect is going into the office or you have a mailing address, send relevant articles, handwritten notes, or gifts via physical mail

Plan something fun! Ideas include:

- Escape room
- Murder mystery
- Trivia
- Bingo card
- Wine tasting
- Cooking class
- Care packages or e-gift cards for PJs, socks, cookies, coffee...or anything comforting.



Women in A/E/C Networking

A few contacts for Virtual Events:

Yoga Class – Springs Yoga

David Aukamp
(404) 781-9642
david@springsyoga.com

Wine Tasting – Far Niente Winery

Kaleigh Seaholm
virtualtastings@farniente.com

Cheese/Meat Tasting – Jasper Hill Farm

info@jasperhillfarm.com

Weber Grilling Academy

Debbie Lambert
317-636-7607
dlambert@thewebergrill.com

Lookout for your invitation to the next Networking Event!

*Women Mentoring Women Leaders
December 10, 2020*

If you have any questions or would like to submit suggestions, please email
kristen.walker@greyling.com or suzannah.gill@epicbrokers.com.