



speed networking

Speed networking is designed to help professionals from two or more fields to meet each other and begin relationships that result in referrals.

Unlike “Meet and Greet,” or other types of events, speed networking ensures that everyone meets a wide variety of new people so you may select who is a good fit for you and your business needs. At typical meetings, most people meet two to three other people. You may meet someone who you would like to follow up with and you may not. It may be awkward to end conversations and move on to the next person. It may be difficult to introduce yourself to people you do not know.

Speed networking has a structure that is designed to make the best use of your time. One group is comfortably seated with a beverage and their business cards. Another group goes from seated person to seated person on a pre-arranged schedule. Each mini-meeting last from five – 10 minutes, depending on how long the event is and how many participants there are. You have time to introduce yourselves, exchange cards, and learn a little bit about the other person, their clients, and what types of work they do.

Professional service speed networking events typically involve one CPA firm, one bank, and one law firm. A few other firms that offer business-to-business services may be invited. Participant firms share the expense of food, but the main sponsor schedules and hosts the event.

Typical Schedule

We typically schedule this event from 4:45 – 7:00 p.m. The schedule usually looks something like:

- 4:45 – 5:00 Check in and enjoy a cocktail or beverage
- 5:05 – 5:15 First round of mini-meetings
- 5:15 – 5:23 Second round of mini-meetings
- 5:25 – 5:33 Third round
- 5:35 – 5:43 Fourth round
- 5:45 – 5:53 Fifth round
- 5:55 – 6:03 Sixth round
- 6:05 – 6:13 Seventh round
- 6:15 Very short presentations from each firm about their history, market, and practice
- 6:25 Social hour and time to set up future meetings with people you met
- 7:00 Adjourn



speed networking (cont.)

Advantages

- You will meet a variety of professionals so that you can follow up with those with the most potential to become good referral sources.
- You will build more relationships in firms where you might know one or two people.
- Younger professionals and those who are not comfortable at big networking events report speed networking is much easier as they build their networking skills and contacts.
- It gives you the opportunity to showcase your firm to potential referral sources who serve your market.

Costs

Food and beverage costs are typically split among the firms represented.