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Three Networking Tips

Lauren Ansley

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Three Networking Tips

By Lauren Ansley, Ansley Corporate Entertainment

One of the best parts of an industry conference is being surrounded by colleagues who share your insights and interests. It's the perfect opportunity to reconnect with familiar faces, meet new ones, and spark meaningful conversations.

Make the most of your networking time at the AENC Spring Conference with these three simple but powerful tips:

Networking Tip #1: How to Easily Answer, "So, What Do You Do?"

At a bustling conference, you'll likely be asked, "So, what do you do?" multiple times. Having a memorable and concise answer ensures you stand out in a sea of introductions.

Try this three-step approach to crafting a compelling introduction:

1. Pick three adjectives that describe your personality or professional style. (Mine are: creative, funny, and compassionate.)
2. Choose one adjective to subtly weave into your introduction—not by saying it outright, but by demonstrating it in your delivery.
3. Use this formula to craft your introduction: *Hi, I'm [Your Name] with [Your Organization]. I help [Your Ideal Clients] with [Problem/Desired Outcome] through **[Your Solution].*

Example #1: Lauren Ansley

- My Adjective: Creative
- My Self-Introduction:
- *"Hi, I'm Lauren Ansley with Ansley Corporate Entertainment. I help organizations 'de-borify' their business meetings, conferences, and presentations—taking them from 'meh' to 'memorable!'"*

Example #2: Alan Jonas (fictional)

- Adjective: Energetic
- Self-Introduction:
- *"Hi, I'm Alan Jonas with Uplevel Corporate Wellness. I help busy professionals reduce stress and boost productivity through engaging, high-energy wellness programs that fit seamlessly into the workday."*

Pro Tip: Keep it under 15 seconds! Short, clear, and engaging = unforgettable.

Networking Tip #2: Ask Positive, Open-Ended Questions

The best conversations start with great questions. Instead of defaulting to "How are you?" or "Where do you work?" try positive, open-ended questions that encourage meaningful dialogue.

Here are a few to try:

- What are you most excited about at this conference?
- How did you get into the industry?
- What's one of your favorite things about your job?
- What's the best career advice you've ever received?

Thoughtful questions create stronger connections—and help you stand out!

Networking Tip #3: Follow Up, Follow Up, Follow Up

Conferences don't end when you leave the venue! The real value of networking happens after the event—if you follow up.

- **Before the conference:** Block time on your calendar for follow-ups.
- **During the conference:** Take notes on key conversations so your outreach is personal.
- **After the conference:** Decide how you'll reconnect—email, LinkedIn, a coffee chat?

Don't let great connections fade—keep the conversation going!

Let's Put These Tips into Action!

I'll be facilitating Bloom and Grow Your AENC Connections: A Structured Networking Experience at the AENC 2025 Spring Conference on Thursday afternoon. Join us for a fun, engaging session where you'll expand and enrich your network with intention.

See you there!

About the Author: As a corporate entertainer and trainer, Lauren Ansley works with organizations across the country to infuse energy and connection into their meetings, conferences and special events. She is a keynote speaker and corporate emcee and humorist, providing interactive entertainment, keynote presentations and presentation and public speaking skills training. Based in Charlotte, NC, Lauren is the Founder and CEO of Ansley Corporate Entertainment.

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