

A PRO TIP GUIDE TO NETWORKING AT HERO CONF

"Help! I'm an introvert." (Or I just despise networking).

Whether you're an introvert or not, networking can be overwhelming. How do you start a conversation with strangers? What do you say? How can you make these conversations valuable?

We're here to help! Whether you're looking for an industry mentor, idea collaborator, or future employer, we hope this guide will help make the process less painful – and give you the confidence to say, "Hi!"



SIGN UP FOR A CONFERENCE BUDDY

Getting a Conference Buddy allows you to arrive to Hero Conf with one connection already in your pocket. Complete our questionnaire and we'll match you with an attendee with similar interests before the event. Meet for breakfast, grab coffee, or explore London – the choice is yours for how you connect!



COME WITH QUESTIONS PREPARED

Have an idea or strategy for which you'd like an outside perspective? Now's the time to gain insights. Come with a list of items you'd like to explore, or general icebreakers. You will be surrounded by hundreds of other likeminded marketers who are in the trenches daily. It's likely your conference comrades have faced similar problems. For example, you can ask: What does the future of PPC look like to you? How have you mitigated [insert account challenge]? What do you think of the new AdWords Interface? What type of work do you do?



UTILIZE THE EXHIBITOR BREAKS

Twice a day we extend your session breaks to allow you to intentionally connect with more resources and people onsite. Instead of catching up on email, take the time to chat with attendees next to you. Find a discussion point from a session and plan to reconnect with fellow session goers at the Exhibitor Breaks to discuss, debate, or challenge the ideas further.



ATTEND THE RECEPTIONS & AFTER HOURS

You won't make connections if you don't try. Step outside of your comfort zone and attend our social gatherings. Plus, a beverage or two on the house can help ease your nerves. But of course, please drink responsibly ☺.



BE SOCIAL

Join the conversation on social media using Twitter hashtag #HeroConf. Ask who else is attending or declare which sessions you're most excited to attend. Tweet during sessions and insights you gain with the hashtag. You may be surprised at the followers you gain and the conversations that result!