

#IFAMA2024

Network Like a Boss

How to cultivate connections and create opportunities (even if you're an introvert!)



20
24

 **ISAM** International
School of Agri
Management

WORLD CONFERENCE
ALMERÍA, SPAIN

Meet Michelle



Why This Masterclass?



Objectives of This Masterclass

- Defining networking
- Understanding the value of networking
- Identifying networking obstacles
- Essential networking skills
- Networking models
- Networking opportunities at IFAMA 2024
- Setting goals
- Call to action



Main Goal

Assisting all attendees to gain confidence in networking and maximizing their networking opportunities at IFAMA 2024 and subsequent conferences





The Challenges We Face in Networking



The Challenges We Face in Networking

- Introversion and shyness
- Lack of experience
- Unclear intention/goal
- “Beginners angst”
- Peer pressure / comparison



Build a Bridge

Overcoming these challenges is like building a bridge.

1. Identify the gap
2. Plan
3. Gather materials
4. Execute construction
5. Use and maintenance



The Art of Communication



Verbal Communication

- Tone
- Volume
- Pacing
- Emotion
- Dealing with language barriers



Non-Verbal Communication

- Body language
- Eye contact
- Attire
- Facial expressions



Active Listening

- People generally love talking about themselves and what they are passionate about
- Half of networking is in the act of actively listening
- Active listening enables you to ask interesting and relevant questions
- An important non-verbal sign of respect



Active Listening

- Body language during active listening
- Active listening allows you to recall important information at a later stage
- Reiterating parts of the networking encounter that were most interesting in follow-ups will improve your chances of virtual engagement beyond the initial meeting.



Be Approachable

- Avoid the comfort zone of only talking to your friends and colleagues
- Avoid the comfort zone of a cell phone or laptop screen
- Keep an eye on your body language
- Wear your name tag
- Enter your information on the IFAMA app so people can find you



Setting the Stage



Framing Your Introduction

- First impressions are important
- Confidence connects
- Who are you
- Where are you from
- What are your key interests
- What are you currently seeking / working on



Opening the Dialog

- Start by showing interest in the other person
- Mention something you have in common: nationality / interest / qualification, etc.
- Ask questions (avoid turning it into an interview)



Steering the Conversation

- Pacing the conversation
- Exchanging important information
- Drawing to conclusion
- Exchange details
- Call to action for follow up



Your Networking Toolkit

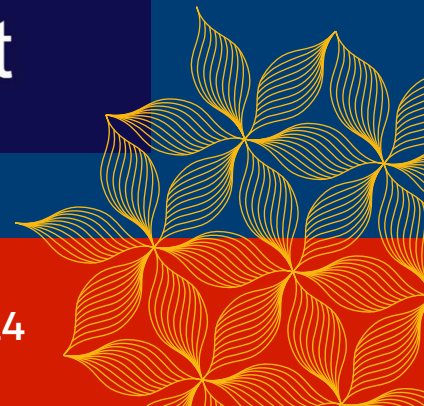


Contact Information

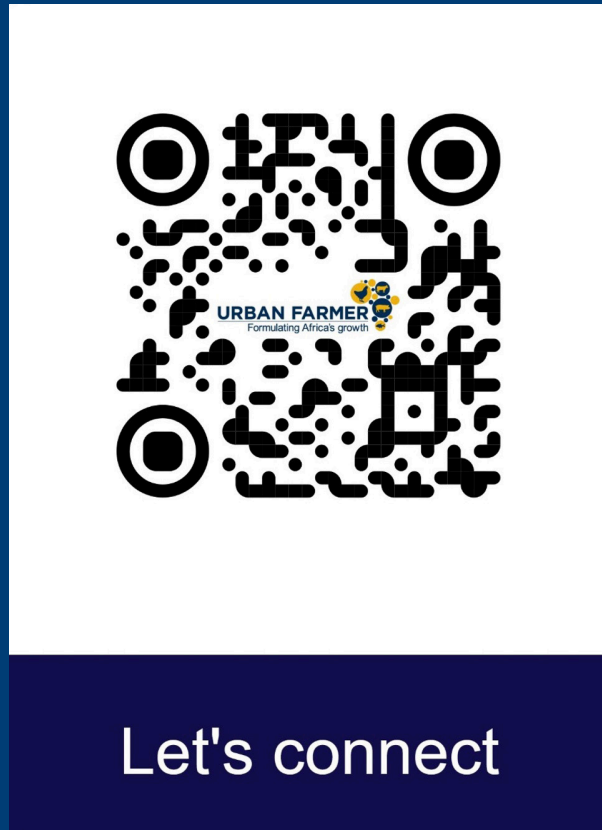
- Your conference name tag
- A business card
- Name and surname
- Organization
- Mobile number
- Email
- LinkedIn and/or website
- Virtual Business Card / QR code (<https://myqrcode.com>)



Let's connect



Virtual Business Card



Michelle Marais

+ Add to contacts

Contact Company Socials

Mobile phone
+27765342796

Email
michelle.marais@urban-farmer.co.za

Personal website
www.u-mix.co.za

Location
PC: 1459, 60 Loper Avenue, Kempton Park, South Africa

Michelle Marais

+ Add to contacts

Contact Company Socials

Company
Urban Farmer Pty Ltd

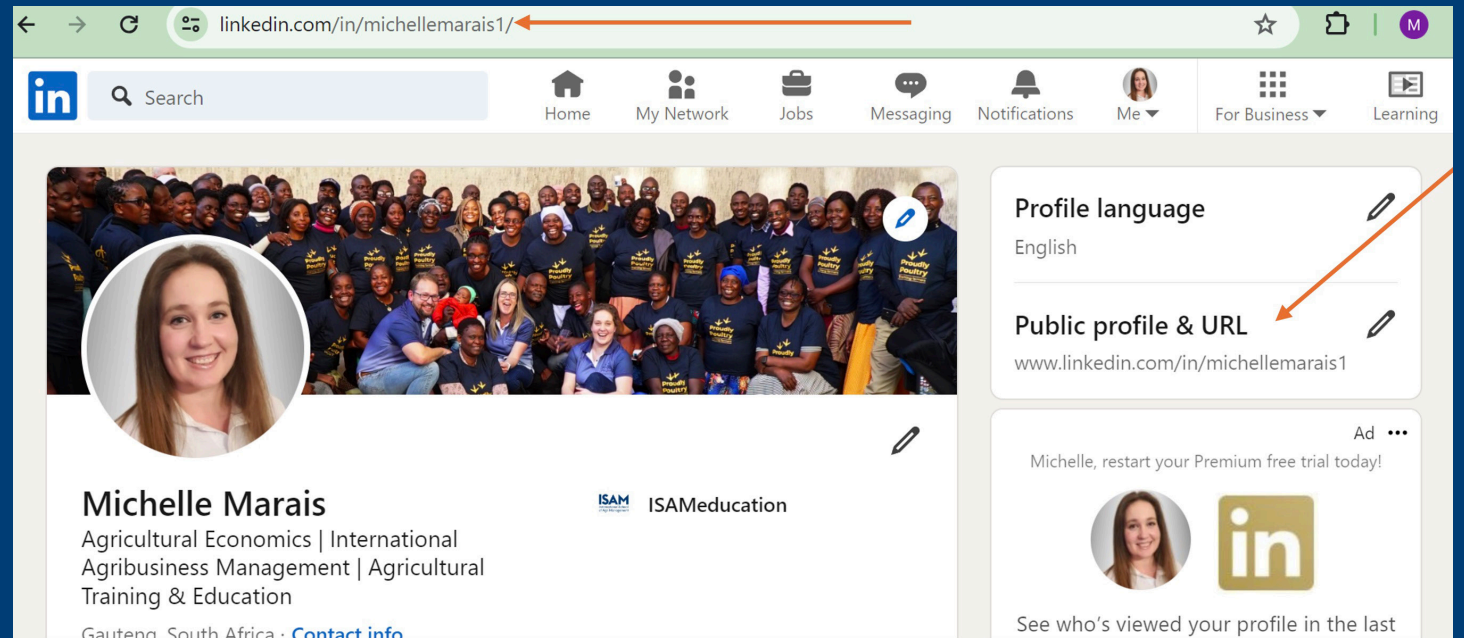
Profession
Agricultural Economist

Summary
Michelle is currently serving as the Project Lead for Urban Farmer on their smallholder farmer initiative called U-MIX. She is responsible for leading training initiatives in several Sub-Saharan African countries in livestock production.



LinkedIn Profile

- Customize your handle
- Update profile: headshot, education, employment



IFAMA 2024 Conference App

- Complete your bio
- Read through the program
- Mark the most relevant talks you want to attend beforehand
- Before the conference, read bios so you know who you want to meet



Networking Brick Wall Model



Who You Should Network With?

See yourself as a brick in a wall.
You need to build relationships with three groups of people:

- A. Those who are ahead of you
- B. Those who are behind you
- C. Those who are with you

A

You

C

B



Networking Etiquette



Initiating Conversations

- Ways conversations can start
- Being mindful when joining an existing conversation
- Being approachable for others to join



Concluding Conversations

- Be mindful of time
- Call to action
- Say Thank You



Follow-up

- Email
- LinkedIn
- Schedule a meeting



Networking Opportunities at IFAMA 2024

- Networking sessions
- Lunch and teatime
- Presidential Banquet
- Student Case Competition
- Speed Networking



Prepare for Success



Networking Buddy

- Accountability partner
- Share victories
- Share challenges



Goals and Plan

- Why do you want to practice networking? What are you hoping to gain from it?
- Who are you? What are you interested in / working on?
- Get your tool kit ready: Business card, resume, LinkedIn profile etc
- The IFAMA 2024 Conference App
- Make a list of 9 people (brick wall)
- Get a networking buddy
- GO NETWORK
- Follow-ups



Good networkers
collect contacts.

Great networkers
build relationships.



The Importance of Returning Next Year



Let's Connect!

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Q&A

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Thank You!



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