

Practice Development Series

Module 3: Prospecting / Activity 6 – Networking

Aligned with the PFA™ Designation Program

Instructions: Instructions: Speak to your colleagues and peers to learn about events in which you should participate in order to establish new relationships, gain new contacts and build your professional profile. Input a minimum of 3-5 events you are expecting to attend into the template that follows. Be sure to also provide a description of who will likely be at the event – e.g. Lawyers, accountants, doctors, business owners.

Ensure you attend various events to introduce yourself to as many different people as possible. Please remember it is not a contest to see how many people you can give your business card to - it is about quality, not quantity.

After the event, make sure you evaluate the results of attending the event. What went well? Did you achieve your goals for the event? What would you change?

Business Plan – Networking Worksheet				
Event Name	Event Date(s)	Description of Attendees	Personal Goals for the Event	Evaluate Results
1.				
2.				



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Business Plan – Networking Worksheet				
Event Name	Event Date(s)	Description of Attendees	Personal Goals for the Event	Evaluate Results
3.				
4.				
5.				

