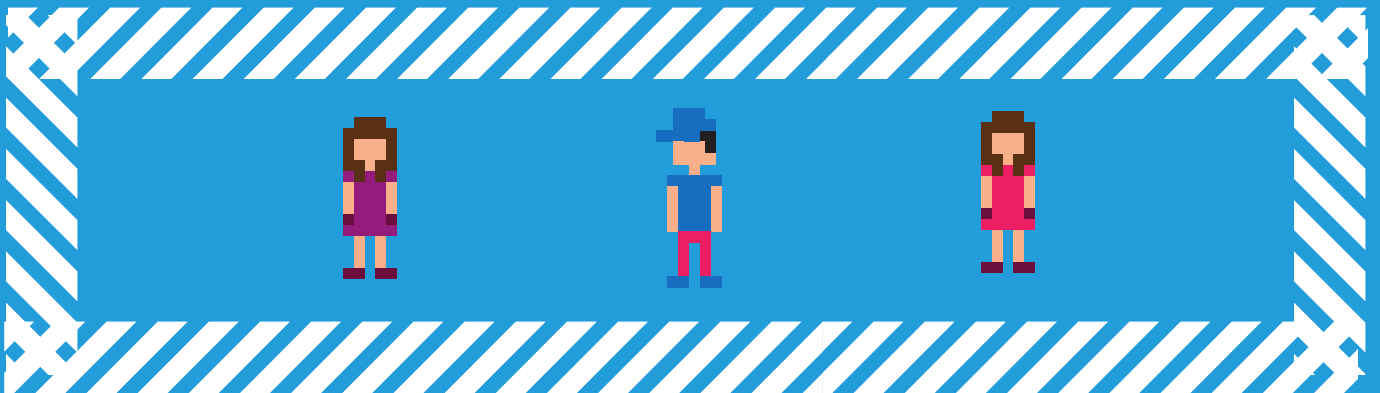


CREATIVE IDEAS TO FACILITATE NETWORKING

The key to doing it successfully



1 SMART BADGES

Use technology to support your goals in encouraging networking at your event! **Smart badges connect with mobile apps** to build a networking duo. Attendees are asked to create a profile, define themselves and get informed of matching individuals via push notification as they explore the event.

2 SWITCH OFF

As scary as this may seem, switching off from the internet and data can do wonders in interacting with people around you. **Create "dead zones"** around your event space where people cannot connect online and are thus encouraged to chat with those around them. **Assign smaller groups of people at different times of the event to connect in these offline spaces.** Better yet, host your event in an outdoor space with limited to no access points - and design offline activities that gets your attendees interacting with one another.

3 FEATURE BOARD

Whiteboards, chalkboards or pin-boards! Have them in specific event spaces to **encourage creativity and sharing.** When attendees **start writing their messages** on the board together, it opens up the floor with conversation starters.