

THE **Momprenneur**[®]

CANADA'S BUSINESS MAGAZINE FOR WOMEN

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ANDREA SCOTT
COMPETITIVE ADVANTAGE

4 CRITICAL STEPS TO INCREASE
YOUR BOTTOM LINE

MOTHERHOOD
STORIES ABOUT
FERTILITY, ADOPTION
AND CHOICES

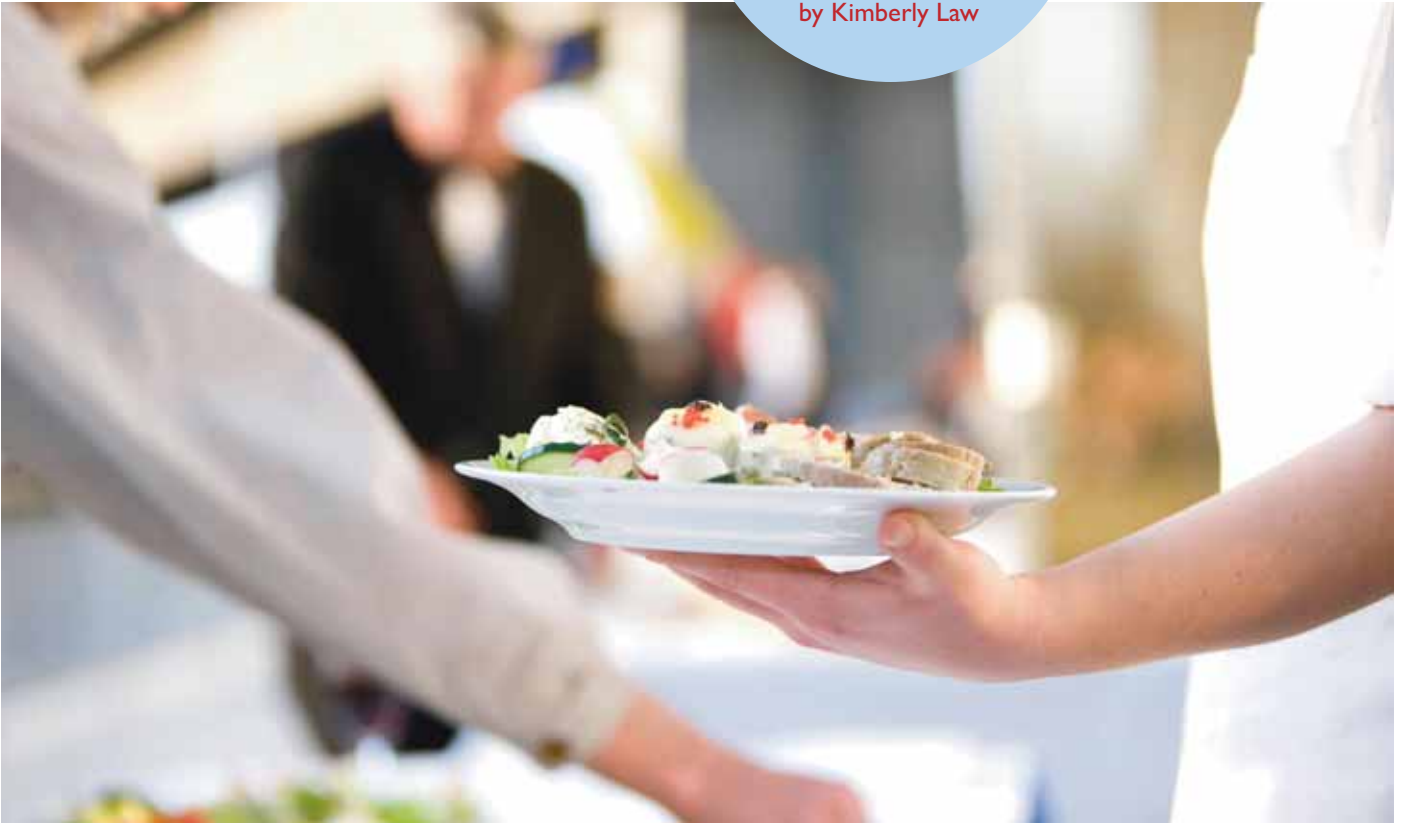
Q&As
WITH
NANNIES ON CALL
AND
DANA LYSENG
PREPARING FOR BABY **#2**

\$5.95



SELF IMAGE

by Kimberly Law



Mingle Like A Pro

These days, it's not what you know – it's who you know or who knows you, that really counts.

Tradeshows and business mixers can be intimidating for anyone. However, they are also the perfect opportunity to network and build business relationships.

To feel more at ease, prepare ahead of time with a full stomach, the right attitude and the right tools.

- The buffet line-up can be a great place to strike up a conversation. However, spending all your time there will not make the best impression.

- Food is best saved for thought, not conversation. Juggling food and drink can present challenges when meeting people, shaking hands or while trying to carry on a conversation.

- Feeling lonely? Approach people standing on their own, groups of three or larger groups. When approaching a group of two, you may be interrupting a private conversation and it could become awkward or uncomfortable.

- To meet and greet, be sure to make eye contact, smile, shake hands and say hello. Introduce yourself with your first and last name and, if appropriate, state your relationship to the host.

- Don't use nicknames. Listen to how people introduce themselves and follow their lead. Ask permission before shortening a name or trying out a nickname, just in case it's not appreciated.

- Avoid taboo topics like politics, religion, sex or money. In other words, stay away from anything personal or controversial.

- Ease up on the sales pressure. Instead try showing interest with questions, small talk and light conversation.

- Name tags should be worn in the line of vision. This means on the right, close to the shoulder. When you extend your right arm to shake hands, the eye is automatically drawn to that area.

- Give and receive business cards respectfully. When a business card is offered to you, hold it respectfully and look at it before putting it away. When offering your business card, present it so it can be read, with the printing facing the person receiving the card.

With a little effort and self-control, business events can be a fast, fun way to build your business network. **MP**

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