

Module 4

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Vocabulary

<p>Starting a conversation at a company event</p>	<ul style="list-style-type: none"> • Hi! I always see you at the canteen but I've never introduced myself. My name is Ron Miller from R&D. What's your name? • I saw you were speaking to Andrew Jackson. Are you familiar with him? • I found your speech powerful and persuasive. I think your words struck a chord with most of us. • Ann said you work in the factory. What do you do there?
<p>Talking about your career</p>	<ul style="list-style-type: none"> • I graduated from ABC university in 2000 with a degree in marketing. • I started out in marketing at Umbrella Corporation but then I moved into sales. • I realized I had a knack for persuading people. • Before coming to Cyberdyne, I worked for WCC for three years. • I spent three years with KLP before coming here. • For most of my career I was employed by Soylent, but two years ago I joined this company.
<p>Talking about likes</p>	<ul style="list-style-type: none"> • I adore sushi and I'm glad to see it's been ordered for this event. • I am really into video conferences. They have simplified communication. • I'm mad about football. I never miss an important match. • I'm keen on the idea of shared workspaces.
<p>Talking about dislikes</p>	<ul style="list-style-type: none"> • I dislike commuting so much every day. • Travelling isn't my cup of tea. • I can't stand classical music. I hope another music genre will be chosen for our next gathering. • I can't bear dancing, so I'll take my leave when we get to that.

Expressing preferences	<ul style="list-style-type: none"> • I prefer working from home rather than coming to the office. • I prefer winter holidays to summer ones. • I would prefer a quieter event. • I would prefer to have hors d'oeuvres. • I would rather leave the party now before it's too late. • I would rather have a glass of wine than drink a glass of champagne. • Would you rather have a soda or a drink?
Buying yourself time	<ul style="list-style-type: none"> • I've never thought about that before. Let me take a moment to consider your question. • Frankly speaking, this is not a topic I usually talk about. • It's been such a long time since I thought about this. Let me take a few seconds to collect my thoughts. • That's a tough question. I need a moment to pull my thoughts together.
Dodging questions	<ul style="list-style-type: none"> • Sorry, but that topic brings back bad memories. I'd rather talk about something else. • I only have half knowledge about it so I'm not sure about it. • I don't mean to be rude, but I'd prefer not to discuss such a sensitive topic now. • No offence but I feel this isn't a good place to talk about it. • It's a long story. I promise I'll tell you some other time. • That topic is too complex to discuss now but if you were in the same situation, what would you do? • I have no opinion on the matter. Have you had a similar experience?

	<ul style="list-style-type: none"> • That brings to mind the case of a friend who... • Funny that you should mention that. • I'm glad you brought that topic up. That reminds me of a question I want to ask you.
Conceding a point	<ul style="list-style-type: none"> • That may be true but in my view... • It's true that... but it's important to take into account that... • You have a good point. However, we shouldn't forget that... • Correct me if I'm wrong but... • I don't want to be pessimistic but... • Even though it's evident that..., we should also consider that... • I agree up to a point but shouldn't we also keep in mind that...? • I may be wrong but as far as I can tell...
Exiting a conversation during a business function	<ul style="list-style-type: none"> • It was lovely to see you again. I'll go refill my drink. • It was really a pleasure speaking with you. I hope to see you round the office soon. • I've enjoyed talking to you. I didn't realize we had so much in common. • I need to use the restroom. It was great chatting with you. • I'll mingle a bit before it's time for me to leave. Thank you for the chat. • I've had a nice time talking to you and we'll touch base soon you so we can keep on talking about your current project. • It's been a pleasure. Could I pick your brain for advice on those policies next week? • I need to say hello to a few members of my team here, but is it ok if I give you a call tomorrow?

Business events	Description
Conference	Event for discussion, fact-finding and problem-solving with experts in a field.
Convention	Gathering of delegates from different groups to discuss their work, common interest or to make a group decision.
Congress	Gathering of individuals of a professional, cultural or other type of group to talk about a specific topic or make decisions.
Trade show	Large meeting of companies in the same or similar industries to show their products or services. They are usually business-to-business events.
Exhibition	Type of trade show to promote products, foster corporate image and establish good public relations.
Exposition	Large national or international gathering for companies to show their products, encourage cooperation and promote progress.
Trade Fair	Gathering to showcase and sell products. They are usually business-to-consumer events.

Types of business sessions

Keynote speech/address	Speech given at the beginning of a formal event by the keynote speaker indicating the theme the event will focus on
Workshop	Session to improve skills guided by a moderator.
Poster session	Session where scholars present posters that summarize their research and engage in conversation with attendees.
Seminar	Topic-led meetings to discuss and share information.
Round-table discussion	Session where several participants discuss a topic and they are led by a moderator.

Panel	Group of selected people who get together to discuss a topic in front of an audience.
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Networking at an external event

Approaching a visitor at the booth	<ul style="list-style-type: none"> • Hello. What brings you here today? • I couldn't help noticing that you work for Stark Industries. Are you from the London or the Ireland office? • Why don't you complete this coupon to participate in our raffle? • Would you like me to send you our newsletter? I just need your name and an email address. • Nice talking to you but now I must make myself available to answer other enquiries. • It's been great talking to you. I look forward to contacting you again.
Approaching a speaker	<ul style="list-style-type: none"> • I attended your presentation earlier. I had to say that it was an eye-opener. • Let me tell you that your performance as a moderator was outstanding. Are you participating in any other sessions in this convention? • Your presentation was really engaging. I hope you don't mind my asking you some questions. • Your performance as a facilitator was remarkable. You said that you used to work at Smith and Herrington and I was hoping to get in touch with someone in the purchasing department.

Approaching a big fish	<ul style="list-style-type: none"> • Excuse me. I read your article in the New York Times and I'd like to express my admiration for your depiction of the situation in the UAE. • I saw the interview you gave Mary Lawrence and it was enlightening. • A colleague sent me a link to your webpage a year ago and I've been a regular since then. Your insights into interactive marketing are refreshing. • Would you be available for a brief chat on Monday? • I'm doing some research into dolphin language and I wonder if you could share your perspectives with me.
Approaching a stranger	<ul style="list-style-type: none"> • This is my first time at this trade fair. What about you? • What talks are you going to attend? Is there one that you can recommend? • It seems to me there are more attendees than last year. How long have you come to this type of fairs? • How did you find out about this event? • What do you think of this venue? • It's great to have our annual congress in a beach resort. Have you been to Acapulco before? • Are you enjoying the conference so far?

Elevator pitch

An elevator pitch is a brief and compelling speech prepared to introduce yourself, your company or products or to awaken interest in a project or idea. They may have different purposes such as a job or an investment in a company or project.

Business pitch

It is a brief overview of your firm and what you can offer. Its elements are:

- problem: a situation that your company seeks to rectify
- solution: your company's ideas to solve the problem
- value proposition: something that makes your company, products or services different from and better than competitors

The pitch may finish with an engaging question to continue speaking or with a call to action.

Personal elevator pitch

It is an introduction of who you are, what you do for a living and what makes you unique. You should mention:

- your name and what you do
- a problem that you help to overcome or a need you help to meet
- how the problem or need relates to your strengths or a career achievement
- your unique selling proposition that makes you stand out from other employees
- a hook to engage your networking partner such as a question, striking statistic or story.

Keeping the conversation flowing

To make the conversation flow ask your conversation partner:

About themselves	<ul style="list-style-type: none"> • What type of business do you run? • How long have you been doing this work? • How did you come to find yourself in the nanotechnology field?
About videos, authors, speakers, etc.	<ul style="list-style-type: none"> • Have you seen that TED Talk about...? • Do you know that Brooke Stone will be the keynote speaker this year? Her talks are too good to miss!
About events, restaurants, movies	<ul style="list-style-type: none"> • I'd like to buy souvenirs. Is there a nearby store you can recommend?

Conversational phrases

To make a conversation sound more natural and casual, you can use some of the following phrases.

Conversational phrases	Meaning
At the end of the day	used to indicate the most important fact of a situation, after everything else has been taken into account
Be my guest	used to give someone permission to use or do something
Can't wait	said to show eagerness to do something
Check this out	used to draw someone's attention to something
Don't get me wrong	said when you think that someone may have understood something different from what you intended or may be offended by your words
How come?	used to ask why or how something has happened
It's on the tip on my tongue	used when you want to say a word you know but it doesn't come to your mind

You can say that again	used to express entire agreement with something your conversation partner has just said
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Asking for what you want

Below are different ways of asking a networking partner for favours, information or contacts without coming across as authoritarian:

- Would you happen to know anyone at your company I can contact about my products?
- Could you recommend anyone who may be interested in the services we offer?
- I went online but I couldn't find the name of anyone in the sales area. Could you tell me who should I contact?
- Do you know what they are interested in hearing about?

To reassure that you will remain professional, you can say:

- I'll send you an email later if that's ok with you.
- I'll call you only during business hours.
- When would be a convenient time to call you to fix up a meeting with your team?

To return the favour, you may say:

- You've been so generous with your advice. How can I return the favour?

Making offers and requests

To make offers and requests, you can use the following structures:

- Can / could / may + bare infinitive verb

- Can I have your business card?
- Could you give me some advice to break into auditing?
- May I introduce you to someone who can help you grow your business?

- Shall I? / Shall we? + bare infinitive verb

They are used to make offers and suggestions and to request advice.

- Shall I call you on Monday?

- Would + bare infinitive verb

It's used for polite requests.

- Would you send me your catalog?

- Would you mind/do you mind + gerund

- Would you mind sending me that information before the weekend?

- Do you mind if + Subject + present tense verb

- Do you mind if I tell them you gave me their contact details?

- Would you mind if + Subject + past tense verb

- Would you mind if I called you next week?

- I wonder / I was wondering if you could + bare infinitive

- I wonder if you could share your insights with me.

- It would be + adjective + if you could + bare infinitive

- It would be great if you could give me your email address.

- I was hoping...

- I was hoping to speak at the next congress.



- Will you + bare infinitive
 - Will you send my proposal to the board?

Inviting someone out for a coffee or meal

Making invitations	<ul style="list-style-type: none"> • What if we grab a quick bite before the round-table starts? • How do you feel about getting together when we are back in Mexico for a coffee? I'd like to hear more about your project. • I'd love to give you my views on your business plan. Why don't I give you a call next week to fit in a coffee? • I feel that we could explore that untapped niche together. Are you up for lunch tomorrow?
Rejecting invitations	<ul style="list-style-type: none"> • I really appreciate the invitation but I need some quiet downtime after this tiring day. • Thank you for the invitation but I have plans for this evening. • I wish I could help but to be frank my schedule is hectic right now.
Offering an alternative	<ul style="list-style-type: none"> • Unfortunately, my schedule is packed, but we could set up a phone call if that's ok with you.

Ending a conversation

You may finish the conversation with your networking partner by:

- asking for an introduction
- asking for or handing over a business card
- saying that you need to say hello to other people
- saying that you are leaving the event

Follow-up email

When the networking event is finished, it is advisable to send a follow-up email to a contact that has been made during the event if you are interest in building a relation.

The typical follow-up email starts by mentioning where and when the sender and the recipient of the email met. Any additional information may help remind the contact who the sender is. A compliment connected with the contact's profession is usually welcome.

The following paragraph typically suggests some form of contact such as a call or meeting. The email ends with a proper closing and signature.

Promoting a business email

An email to promote a business or company can be sent to a speaker when we feel that a potential deal or business relation may come down the road.

The email may start by referencing something the speaker said during the event and the event the sender and the speaker attended. The reason for the interest in that comment should also be stated.

Then, the sender can move on to describe his business, products or services and why they may be of interest to the speaker.

The sender can provide additional information about the company, such as its website, to further acquaint the speaker with the business.

Finally, the sender can suggest some form of contact to meet the speaker. The email ends with a proper closing and signature.

Email to a person you've been referred to

Take into account the following points if you networking partner refers you to another person and you want to send that person an email.

Start the email by indicating who made the referral so that the recipient can check this information. Then mention the reason why you have sent

the email. Next, you can suggest a call or meeting. The email finishes with a thank-you remark, a closing and your signature.

