Spark curiosity. Ignite potential.

Best Practices for Partnering Meetings

As of December 2019; subject to change based on final program needs, fire marshal approval and facility requirements
Partnering Meetings.
A whole new experience.
Conferences play a critical part of the talent development and HR industry. Not only are they valuable sources of information, trends and current news, they also provide opportunities for interactions between industry participants looking for new solutions to their challenges.

To facilitate these interactions, ATD’s TechKnowledge event will facilitate one-on-one meetings. These scheduled interactions are termed “partnering meetings.”

Partnering meetings are unique in that they are scheduled in advance of the conference (and can be added onsite). The interactions are not serendipitous. Scheduling the meetings is facilitated through an online portal that is accessed through the conference website. Meetings typically last 20-30 minutes and there are some best practices to make them effective uses of everyone’s time.
Deriving Value from Partnering Meetings

To maximize the value of partnering meetings, consider these guidelines:

**Prepare in advance**

- Follow efficient meeting behaviors

- Leverage the online scheduling system

**Follow-up after**
Preparation is key for scheduling & knowing what to discuss!

How to prepare for TK Partnering Meetings

Register for the conference
Determine your objective of attending and networking at the event
Identify who to meet with
  ▪ Leverage your personal network or search for company reps through the online system
  ▪ Once scheduled, ask the person what they want to focus on and tailor your approach
Prepare materials to be used during the meetings
  ▪ Some items may include
    ▪ Company details, product presentation, or technical specs for a customer
    ▪ Profiles of key personnel, account notes, or other “Briefing” details for your team members
    ▪ List of questions and answers for the meeting
The TK App is the repository of all attendee profiles. Use it wisely!

• Information is searchable (by company, title, area of interest) to help you identify what companies or participants you may want to meet with.

• The online system facilitates introductions and scheduling of meetings. When you extend a meeting request, it is sent to the other individual and you will receive notice when they accept the meeting.

• Effective meetings are born from good time management strategies. Successful participants will:
  ▪ Reach out to a prioritized list of attendees first so schedules do not fill up
  ▪ Login and begin scheduling early – at least one month before the event
  ▪ Limit the number of meetings scheduled outside of the system
    ▪ If you do schedule something outside the system, be sure to block your calendar in the system to avoid conflicts.
  ▪ Open as many time slots as possible – accept meeting requests from companies even if you were not expecting to speak with them
  ▪ Check the system regularly before the event and while at the conference to stay current

• The online system doesn’t replace warm contacts; those leads are still helpful and can still be used.

• Companies that get the most out of partnering meetings meet with representatives from companies they are interested in regardless of title. Don’t be discouraged if the title isn’t what you expecting. These individuals can become your biggest advocates and help get you in front of the right individuals when you are back from the event.
Be a good partner!

Be efficient!

• Ensure your portal description is accurate, concise, and well-written with keywords that will help people find you and learn about your company
• Meeting requests should be well-written and as specific as possible
  • “Let’s discuss how our solution can be applied to projects ABC at your organization to deliver RESULTS like we did for ORGANIZATION” is far more compelling than “Would you be interested in meeting?”
• Specify your objectives of the meeting
• Consider including 1-2 pieces of information supporting the proposed agenda

• Structure your meeting
  • Introductions: 1-2 minutes per party
  • Intentions & Objectives: 5-10 minutes
  • Discussion, Presentation, Q&A: 10-15 minutes
  • Next Steps (Follow-up meeting, post-event calls): 5 minutes
Keep the conversation going!

• Meeting is the beginning of a conversation
• Open as many doors as possible during your meetings rather than trying to squeeze a business transaction into a short conversation
• Success isn’t leaving with a project – it’s about the long-term expectations and post-event relationship
• Follow-through on any of the follow-up actions you established during your meetings
Quick Tips

To maximize the value of partnering meetings, consider these guidelines:

**Prepare in advance**
- Define objectives
- Complete company description / product presentation
- Complete key personnel profiles
- Write questions and answers

**Follow efficient meeting behaviors**
- Use effective language in meeting requests
- Have an agenda
- Keep introductions short
- Agree upon next steps
- Take good notes
- End meeting on-time

**Leverage the online scheduling system**
- Request meetings with high-priority contacts
- Keep your schedule open to maximize availability
- Monitor the system; accept meeting invites you receive
- Schedule meetings through warm contacts when possible
- Check system during the event

**Follow-up after**
- Continue the dialogue
- Maintain records to assist in scheduling meetings in the future
- Keep your commitments
Sponsor Meeting Suite Design

Sponsor meeting suites are 4 m x 2.5 m, or approximately 12’ x 8’.
Sponsor meeting suites will be branded with the show look and include (2) couches, (1) coffee table, power, and wireless internet access.
Diamond sponsors may customize the graphic panels for their meeting suites.