



Top 12 Questions to Ask at a Networking Event

In his seminal work, *How to Win Friends & Influence People*, Dale Carnegie advises us to encourage others to speak. The easiest way to keep the other person talking is to ask smart, interesting, open-ended questions. What you'll learn during these conversations will enable you to build a network of genuine relationships, which will ultimately result in new business referrals. Ask these questions at your next networking event – and prepare your answers in case you are asked the same questions in return.

1. What do you do?
2. How did you decide to do what you do?
3. What do you enjoy most about what you do?
4. How did you hear about this event *or* what brought you to this event?
5. What is on your reading list?
6. What do you like to do outside of work?
7. What changes have you seen in your industry/profession?
8. What do you see as the future challenges and opportunities in your field?
9. What are you spending most of your time on right now?
10. Where else do you normally network?
11. Is this your first time at one of these events?
12. Where did you grow up?



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