

Speaker: Tricia Murphy

Tricia has over 20 years experience internationally working with companies and individuals to develop and refine their networking skills. Her belief in the power of networking led to the founding of the TiG Alliance in 2001 which specialises in training in networking skills and developing and facilitating effective networking events.

Tricia believes that effective networking involves discovering, developing and unlocking connections between people and opening up hidden opportunities presented through personal introductions.

With much of her career spent in the retail, travel and IT sectors Tricia has a unique background in networking, interpersonal communications and business development on an international scale and this has enabled her to develop skills in networking cross-culturally.

Tricia runs workshops on developing networking skills, works with individuals in coaching sessions and designs and delivers networking training solutions for corporate clients. She has written many articles about networking and broadcasts on various radio stations as a leading authority on networking as a business resource. She also runs her own 'Simply Networking Salon' on a monthly basis throughout the year

To find out more please visit www.tig.ie

"Effective Networking"

We've all seen it - the person who commands the room at a function. Handshakes, nods and warm greetings abound. They seem to know everyone! How do they do it?

More often than not, it can all be down to effective networking, the art of discovering and utilising connections between people. We all know other people so we all have a network. However, effective networking means moving outside our own immediate network and tapping into new networks, perhaps far beyond the scope of our own.

Networking is very much an acquired ability, which with proper training and practice can be learned and developed. Entering a room filled with strangers can be very daunting unless you have a plan and are prepared for all eventualities. Many people are not born effective networkers - they work at it. Networking is very much an acquired ability, which, with proper training, can be learned, developed and mastered.

Networking can help to win new business both immediately and in the long term. Networking at its most fundamental level involves informing people about your business and tapping into their network of contacts to reach new audiences who might require your services.

The talk will be interactive and will aim to cover the following:

- Networking – it's role in business & career development
- Barriers to networking
- Attending networking events
- Small talk – it's role and how to do it
- Follow-up – don't talk yourself out of it
- Setting your networking goals