

TIPS ON NETWORKING

1. BEFORE YOU COME

- Be clear about your aims – What do you have to offer and why is XXX important to your company?
- Research!!! – do your homework - „right fits“,... markets, venues, festival, directors, tastes
- Know your uniqueness – point of difference.....and what you are proposing
- Know what you are capable of (finances, resources, manpower, timings....)
- Use your network at home or elsewhere to make personal connections/gain knowledge
- Make sure your visual material (website, booklets, flyers etc) are updated and professional with ALL information needed,also technical riders DO NOT BRING LOTS OF STUFF. It will end in the bin!
- Invest in high quality full length videos / 3 min trailer and GREAT photos!
- Business cards!!
- THEN..... contact those you want to meet well in time and be clear about what is the purpose of meetings – NO random emails please!

2. WHILE YOU ARE THERE / HERE

- Remember - WE ARE JUST PEOPLE! –
- One good conversation is better than many „so so“ conversations
- Use the booths, seminars, talks, bars, informal moments and parties (Nordic specialities☺)
- Be honest, polite, clear and respect cultural differences
- Support your friends and ask for their support = collaborate
- Don't pitch too much – TALK about your work - your development and what you have to offer for the presenters and his/her community
- Make notes from each meeting/talk/ write down good ideas/tips/advice

3. AFTER YOU COME HOME

FOLLOW UP , FOLLOW UP, FOLLOW UP!!!

- No general emails to all - you have met a person not a donkey!
- Send within a week all material you think is relevant to the conversation
- Create your general info email list and your close „future collaboration list“
- Share practical info (when and where is your production showing next) as well as more developmental info (your artistic process on an upcoming piece....)
- Share new ideas / ask for collaborations / speak your mind
- Develop relationships with people you like and trust!

HAVE FUN ALL THE WAY THROUGH!!

TIPS FROM CONTRIBUTORS AT SEMINAR!!!

- Find your OWN audience ! Make a long term plan for your work or your international network – find the next platforms or festivals, you want to visit
- Meeting people – maybe the person next to you is the right person for your friend.
- Take a friend under your arm and introduce the person to another one, you know.
- The presenters and producers are the connections to the artists.
- Take photos of the people you meet.
- Don't skip breakfast at the hotel.