

Everyone attending **1230 TWC** meetings is given a copy of the **1230 TWC 1 Minute Guide** and on Friday at **Make it Happen 19** there will be a copy waiting for you!

I thought you might like a "heads-up" especially if you are attending the pre-event on Thursday, when we'll have some fun, networking and speeeeednetworking.

At **Make it Happen**, one lucky person will have the opportunity to speak for 1 minute – that could be **YOU!**
You could be the **LUCKY STAR!**

The objective of the presentation is to increase other attendees' understanding of your business. It is marketing your business, but it's **not a sales pitch**. It's a great opportunity to let people know why they should come to you, your business, rather than Sally down the road; what you **OFFER**, not what you do.

60 seconds can seem like an eternity and many people find it difficult to speak in public.

Please remember that you're amongst people who want you to succeed and want to learn about your business, we are all genuinely interested and here to support you. This simple guide will help you in what to say.

With practice the time passes very quickly, in any case it's always best to keep it simple! We need to know*:

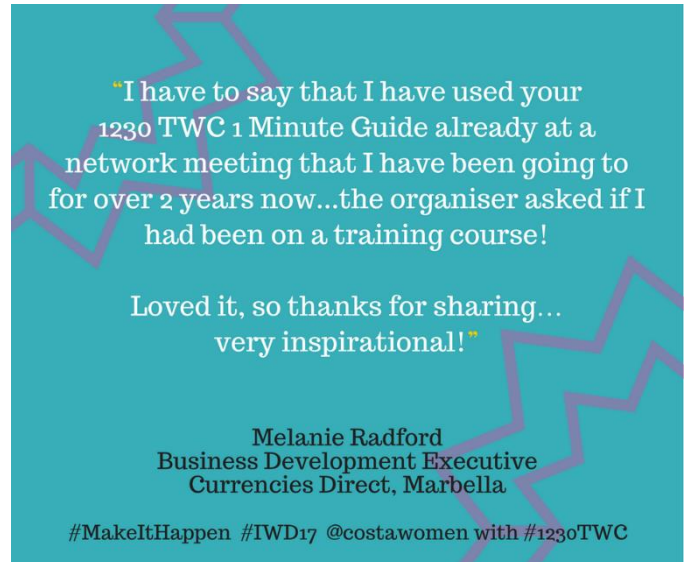
- ✓ Your name / Company name
- ✓ *Where you're based*
- ✓ *How your business can benefit someone else / what you offer*
- ✓ *What you're looking for*
- ✓ *Description of business (in a couple of sentences)*
- ✓ End with your name and company
 - Hold up your business card or flyer for people to associate you with

And remember....

it's not what you *do* it's what you **OFFER**

Remember **to state your name clearly, both at the beginning AND the end of the presentation so that we associate you with your branding and remember who you are.**

**text in purple varies subject to audience, your requirements, relevance to the occasion.*





At 1230 TWC meetings you'll receive an indication of timing 50 seconds into your talk (generally a single tap to a glass), at 60 seconds the glass (or similar) will be tapped twice, or similar notification. Please do not overrun your time

Enjoy the event – we're always pleased to hear how they work for you, so please let us know.



Networking Tips

- Put your name label on the right-hand side of your jacket, just below your shoulder.

Why? When you shake hands with someone your eye naturally falls to that point, rather than peering over their chest to the left-hand side – unless of course you want them to!

Try it!

- Follow-up, follow-up, follow-up!