

At **Make it Happen 20** there will be a copy of the **1230 TWC 1 Minute Guide** waiting for you!

We thought you might like a “heads-up” especially if you’re attending the networking event on Wednesday, when we’ll kick-off the fantastic 3-day event with some networking fun.

At the **Make it Happen** Conference on Thursday 12 March, 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 1-minute 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’re all genuinely interested and here to support you/each other.* 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! And 1 minute is your maximum amount of time. If you can get your message over in 10 seconds, that’s fine. We need to know\*:

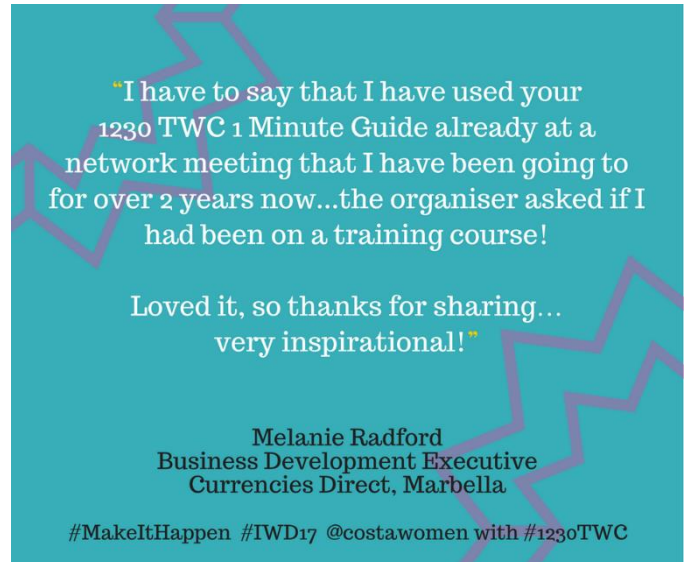
- ✓ Your name / Company name
- ✓ *Where you’re based*
- ✓ *How your business can benefit someone else / what you offer*
- ✓ *What you’re looking for*
- ✓ *Description of business (in a couple of sentences)*
- ✓ End with your name and company
  - Hold up your business card or flyer for people to associate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





## 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!