



## NLE Quick Tip: Meetings

**Presenter: Michael Pietrack, Managing Director, Kaye Bassman International**

To take your recruiting practice to the next level, it's crucial to integrate attendance at industry events, such as meetings, conventions, or congresses, into your business development plan.

These annual gatherings in your niche are frequented by numerous potential recruits or clients. Even if you feel you already know all the key players in your field or are worried about time spent away from the office, Michael shares ideas to strengthen your existing relationships through strategic participation in meetings and association marketing.

In this video, Michael discusses the reasons for attending these events, helping you to identify the specific types of meetings most beneficial for your goals and providing guidance on what actions to take before, during, and after the events to maximize your networking and business opportunities.

### Meeting: "Meetings" by Michael Pietrack

**If you are reviewing this Episode with a team, watch the entire Episode. Use the notes below to identify the gaps between knowledge and application.**

**(Facilitator):** Why should we attend these meetings? Perhaps you think you know everyone in your niche or are worried about the cost or time away from your desk, so let's address these objections.

#### **Objection #1: *I already know everyone.***

In your own words, explain why it is so valuable to meet people in person. How does this provide value to your potential clients?

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**(Facilitator):** Ask participants to share their answers and discuss this concern with the group.

**Notes from the discussion:**

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**Objection #2: *I'm worried about the cost.***

Why is it worth making this investment?

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What should you NOT spend money on at these meetings?

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**Objection #3: *I don't want to take time away from my desk.***

If you choose the right meeting, your target clients and candidates are in attendance. What is the challenge if you stay at home and work your desk?

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**(Facilitator):** There is no sound reason not to attend the right type of meeting. How do you know what type of meeting to target?

List the two most important things to look for when selecting a meeting or Association event:

- 1) 

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- 2) \_\_\_\_\_  
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\_\_\_\_\_

**(Facilitator):** Now that you have chosen the right type of meeting/event to attend let's discuss what you should do before, during, and after the meeting.

**Before the Meeting**

What should you do a month before the event to prepare for the meeting? Explain why.

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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

A week before the meeting you should complete two very important tasks. List those tasks here:

- 1) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 2) \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
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**(Facilitator):** Have the group share their answers and discuss the importance of completing all these steps before attending the meeting.



**During the Meeting**

What is the first thing you should do when you get to the meeting?

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**(Facilitator):** Don't bring marketing collateral, but you should bring business cards. Business cards with a QR code will make it easy for candidates and clients to scan your information into their phones.

Encourage a group discussion about strategies for targeting individuals at different booths.

**After the Meeting**

List the three most important things you should do after the meeting:

- 1) 

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- 2) 

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- 3) 

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In conclusion, if you follow this plan and target the right meetings, you will find that is the most valuable use of time and the best money you can spend for the long-term success of your business!