

Power Networking Lunch

Description: Networking lunch meeting lasting 1.5 hours. Moderated by “chair” of the Power Networking Lunch sub-committee of the Networking/Leads committee.

Format: Each audience member has between thirty and sixty-seconds to deliver their “elevator speech”. No featured speaker. Pure networking.

Model Agenda: (Not for distribution)

- 11:30 a.m. Beginning Arrivals – Open Networking
- 12:00 p.m. Moderator Makes Announcements
- 12:05 p.m. Host introduces restaurant/menu
- 12:10 p.m. Begin Self-Introductions (Elevator Speeches)
- 12:30 p.m. Lunch served (during Elevator Speeches)
- 12:55 p.m. Drawings
- 1:00 p.m. Adjourn

Segment Details:

Beginning Arrivals – Open Networking - As guests arrive they are greeted by the moderator or other committee members. Business cards, fees and orders are taken and color coded place cards or stickers are given. Receipts are supplied to those in need and promotional drawing items are gathered. Members are encouraged to remain standing and mingle, meeting other attendees prior to the formal program commencement.

Opening Comments – Promptly at 12:00 - Welcome, introduce staff, ambassadors, committee members, and other dignitaries. Ask phones/pagers to be turned off, explain where rest room facilities are located. Explain format.

Host Introductions – Brief piece delivered by staff or owner of host facility. Host may introduce staff members or describe menu or make other promotional announcements

Self Introduction (Elevator Speech) Segment – Moderator should lead this segment. First, Moderator should advise all in attendance of the time restraints and then should tell audience what to expect if they “run over”. Example: *“You’ll have thirty-seconds to give your self introduction. You’ll know that you’ve gone too long if I start to walk towards you. If you don’t wrap it up then, please do when you hear me say; that’s great”*. Moderator can begin by choosing to go first to give an example of an effective and time sensitive delivery or by choosing someone to lead off. Either way, Moderator must keep the flow going by letting those know who run too long and by keeping the next in line aware.

Lunch Served – As ready, staff will distribute lunch quietly to those in attendance in accordance with their orders. Use of color-coded stickers or place holders facilitates this process. Process skipped when food served buffet style.

Drawings – Using collected business card, moderator will draw names and distribute “prizes” supplied by the attendees. Careful watch on time will be required since the number of prizes to be distributed will have an impact on the time required to distribute.

Adjourn – Prior to thanking the attendees, host and sponsors the moderator will announce the date, time and location of the next PNL and the email address of the PNL or chamber. After thanking everyone, the moderator announces “have a great rest of the day” or other key phrase that indicates the ending of the meeting.

Program Launch:

We recommend that you launch the program in a monthly format, moving to twice monthly and finally weekly. We've seen chambers that have gone from weekly to twice weekly and more. It all depends on the interest level of your members. Consistency is the key. Whatever day/time you choose – stick with it. For example, if you choose the first Wednesday of the month, when you add days, add the third Wednesday first, then the second and forth. Keep all PNL's on Wednesday until there are no more Wednesdays open, then add a different day. Expect that when you initially increase the frequency that the attendance will dip a bit for a couple of sessions. Continue to promote the program and more will come.

You should have a “committee” of five that will work together to run this program, with two Moderators. This way you have the program covered regardless of schedules. Choosing your Moderator(s) is essential. You must choose Moderators who have demonstrated that they can be counted on to attend regularly. Moderators must enjoy being in front of a crowd and should have good speaking skills. Whatever you do, DO NOT choose someone who is already spending a great deal of time volunteering already UNLESS you replace them in their current role. If you don't, you'll be filling at least one spot (if not both) when they begin to suffer burn-out.

Begin to promote the Power Networking Lunch six to eight weeks out at your other events, on the website, and through your chamber email and newsletters. Choose your first restaurant carefully. Your first restaurant should be a high value restaurant with capacity for a large group and flexibility to tolerate inexactness. If possible choose a restaurant that has a great reputation with a menu that exceeds the standard pricing that you have established week to week.

At four weeks out, send an email to the entire membership asking for RSVP's (you should make that easy – a hyperlink in the email or a request to “Reply with Yes or No”. Tell them what the program will be like and make sure to emphasize the opportunity to “enjoy a great lunch and meet new members. You're going to eat lunch anyway, why not share some time and make new friends?” If your restaurant is a good draw, emphasize this as well.

At two weeks out, send another email to the entire membership. Use “Guess who’s coming to lunch....” in the subject line. In the body, say “YOU! If RSVP!” Use the same copy and ask for RSVP’s again.

Continue to mention the new program in the regular chamber communications and at regular meetings. **At three days out send one final** email to the entire membership with “It all begins in 72 hours!” in the subject line.

If you choose your launch date, committee, and Moderator carefully, you will have great success with this program. Something magical happens when people share a meal.