

30-DAY POST-CONFERENCE RELATIONSHIP BUILDER

Panelist Playbook Worksheet

Panelist Name:

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Type of Relationships You Prioritize:

Genuine, insightful and Synergistic

DAYS 0-2: IMMEDIATE FOLLOW-UP

What is your FIRST action after leaving a conference

Reflection and Digestion

What platform do you primarily use to follow up?

(LinkedIn, Email, Text, Other)

Multiple, usually depending on how we exchanged information.

LinkedIn tends to be a great default

Write your go-to follow-up message (real example):

It is better to have your own secret sauce, and each engagement should be genuine and personal.

What detail do you always include to make it personal?

A personal question that does not tie to the work.

(I.e. I see you are in Chicago, any must see sights or places to eat?)

DAYS 3-7: ADDING VALUE

How do you typically provide value after the first touchpoint?

By trying to gain an understanding to what value actually is for that individual, value is defined differently by all.

How do you decide who to invest more time in?

By seeing who does exactly that for me and others.

DAYS 8-14: RE-ENGAGEMENT

Do you follow up again if they don't respond? Why or why not?

Yes, a follow up is perfectly fine.

We are all busy, sometimes things get lost in the inbox.

What does your second message usually sound like?

"Hey just following up and hoping we can connect soon, here are some dates and times I am available."

How do you keep it natural instead of pushy?

That will be your own personal touch

DAYS 15-21: DEEPENING THE CONNECTION

When do you suggest a next step (coffee, call, meeting)?

In the follow up connect

What's your exact wording when making that ask?

It can be something along the lines of, "It was such a pleasure to connect at the conference, it would be great to continue that conversation over a tea/coffee in the near future, let me know if you have some availability in the next week or so."

DAYS 22–30: STAYING TOP OF MIND

How do you stay visible without being annoying?

Being present on social media, either by sharing your thoughts on the industry, or even if it is just reposting others content, especially to highlight great work and innovation. I also strongly recommend engagement in external organizations.

What is one small habit you use to maintain relationships long-term?

Genuine, consistent, friendly , follow up.
I.e. a bi monthly text to just check in and say hello.

Do you track or organize your relationships? If so, how?

No, but everyone has their own method to track relationships, my personal focus is just to remember the highlight personal and professional fact about them (I purposely said personal before professional).

BONUS: PERSONAL PHILOSOPHY

What is your #1 rule for building meaningful professional relationships?

Being genuine is the most important thing you can be.
People always want to work with people.

What is one mistake people make after conferences?

They don't act on their commitment to follow up.

If someone only did ONE thing after an event, what should it be?

A self commitment to follow up with one person.