

# 30-DAY POST-CONFERENCE RELATIONSHIP BUILDER

## *Panelist Playbook Worksheet*

### **Panelist Name:**

Russ Benson

### **Type of Relationships You Prioritize:**

Long term

## **DAYS 0-2: IMMEDIATE FOLLOW-UP**

### **What is your FIRST action after leaving a conference**

Making notes on key interactions

### **What platform do you primarily use to follow up?**

*(LinkedIn, Email, Text, Other)*

Excel to track — Gmail and LinkedIn

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

I loved your perspective on 'xyz' —would like to pick your brain further.

### **What detail do you always include to make it personal?**

Usually something about sports.

## **DAYS 3-7: ADDING VALUE**

**How do you typically provide value after the first touchpoint?**

Stay relevant without being pushy.

**Give a real example of value you've provided:**

Provide industry articles.

**How do you decide who to invest more time in?**

With people who know they need expertise.

## **DAYS 8-14: RE-ENGAGEMENT**

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

Ask about future conferences.

**How do you keep it natural instead of pushy?**

Be yourself!!

## **DAYS 15-21: DEEPENING THE CONNECTION**

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

Depending on their responsiveness, within a month.

**What signals tell you someone is worth building a longer-term relationship with?**

If they listen!

## **DAYS 22–30: STAYING TOP OF MIND**

**How do you stay visible without being annoying?**

Support their LinkedIn posts.

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

Be real — be yourself.

## **BONUS: PERSONAL PHILOSOPHY**

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

Trust.

**What is one mistake people make after conferences?**

Forget what they actually heard.

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

Be available, relevant, and “present”.