Business communication | Networking

1 Discuss questions 1–3 with a partner.

1 Do you ever attend networking events?
2 How important is networking in your job?
3 In what other situations do you need to network with people?

2 ▶ 1.4 The Culham Health Trust is holding an event for its key personnel, staff and fundraisers. Listen to the extracts from two different conversations. Write notes about the jobs and responsibilities for these people.

Luc Akele: _____
Jo Johansson: _____
Walter Mayer: _____

3 ▶ 1.4 Listen to the conversations again. Tick (✓) the person who says each expression.

Conversation 1	Hannah	Jo	Luc
1 I want you to meet …			
2 Nice to meet you.			
3 What do you do, exactly?			
4 I'm afraid I have to go now.			
5 It was nice meeting you, too.			
6 I'd like to keep in contact.			
7 Do you have a card?			

Conversation 2	Dr Mayer	Hiroko
8 Let me introduce myself.		
9 I'm delighted to meet you.		
10 Please, call me Walter.		
11 I'm very pleased to meet you, too.		
12 Here's my card.		
13 Which part of Japan are you from?		
14 It was nice meeting you.		
15 I look forward to hearing from you.		

4 Which conversation is more formal? Give reasons for your answer.

» For more exercises, go to **Practice file 1** on page 106.

5 Work with a partner. Practise a networking conversation with your own jobs and responsibilities using this flow chart.



6 Stand up with your partner from **5** and meet other students in the class. Introduce your partner to other students and continue networking.

LIVEWORKSHEETS

Key expressions

Introducing yourself

Hi / Hello / Good evening.
I'm ...
Let me introduce myself.
I don't think we've met (before). I'm ...
Please, call me (Walter).

Exchanging greetings

Nice to meet you, (too).
I'm very pleased to meet you. / I'm delighted to meet you.

Introducing other people

I want you to meet ...
This is ...
I'd like to introduce you to ...

Asking about personal details

What do you do, exactly?
Where are you from?
Which part of ... are you from?

Keeping in contact

Do you have a card?
Here's my card.
I'd like to keep in contact.

Ending the conversation

I'm afraid I have to go now.
It was very nice to meet you.
It was nice meeting you, (too).
I look forward to hearing from you.

LIVEWORKSHEETS

TALKING POINT

Speed networking



Contact25 organizes business-to-business speed networking events. At these events, participants have a series of mini-meetings with new contacts. The idea is that within a few minutes of talking to someone, they will know whether it is possible to do business with them. This makes it a very efficient form of business networking. Each meeting lasts five minutes.

You have:

- two minutes to talk about yourself, your company or organization
- two minutes to listen to your partner describe their company or organization
- 30 seconds to score your partner, and note future action
- 30 seconds to move to the next meeting

Contact25 estimates that each participant creates around €5,000 worth of new business at each event.



Discussion

1 What are the advantages of speed networking? Can you think of any disadvantages?

2 Would speed networking be useful in your job/company? Why/Why not?



Task

1 You are going to attend a speed networking event with Contact25. You can be yourself or you can choose a person from the role cards on page 136. Prepare what you are going to say about:

- yourself and what you do
- the company or organization you represent
- why you are at this event

2 Follow the rules of speed networking. Meet and talk to one person (two minutes for you to talk and two minutes for them to talk). Then give that person points out of three using the scorecard below and write your reasons.

1 point = I have no reason to contact this person again.
2 points = I might contact this person again but I need more information.
3 points = I definitely want to contact this person again.

	Person 1	Person 2	Person 3
Name and company			
Points (1, 2 or 3?)			
Reason			

3 Next, meet and network with another person for four minutes and score them. Then network with a third person and complete the scorecard.

4 Tell the class about your most useful contact and give your reasons.

LIVEWORKSHEETS

Lead-in

1A Read the two emails below and choose the correct options in italics.

A

To: Marketing staff
From: Elenor Rinna
Subject: Good morning!

[1]*Dear / Welcome* colleagues,

I would like to introduce [2]*me / myself* as the new Account Executive in your department.

Before I [3]*joined / join* this company, I was working in a similar position in a **very** small company in Sweden. However, I [4]*wanted / am wanting* to work for a larger company so I am **really** excited to be working [5]*by / for* this company.

Please feel free to contact me by email or phone [6]*if / so* you have any questions.

I **very much** look forward to [7]*meet / meeting* you all in person.

[8]*Kind / Truly* regards,

B

To: All staff
From: Alexis Pinar
Subject: Good morning!

Hi everyone,

I'm Alexis Pinar and I want to introduce myself to you. I've just started work here as the new Assistant Designer. I finished [9]*study / studying* business finance at university in June, and I'm excited to be working here. It's **a bit** [10]*scary / afraid* as it's my first job, but I'm sure I'll soon fit in OK.

I'm looking forward to working with you [11]*all / everyone*.

Bye for now,

B Which of these emails do you think is more formal?

Functional language

2A Look at the emails again. Put the phrases in blue from Exercise 1 into the correct place in this table.

	More formal	Less formal
Greeting		
Opening		
New job		
Previous job		
Invitation		
Closing		
Sign off		

B Write these words and phrases in the correct place in the table above. Some phrases may be used in both formal and informal emails.

Best wishes, Good morning Helen,
I have been appointed as the new Marketing Manager
I hope to meet you all soon
I'm sending this email to introduce myself
I've just got the job of IT Supervisor
I was a Store Manager before
My previous job was as Customer Services Manager
Perhaps we can meet up over lunch today. Yours,

T Teacher's resources: extra activities

L The email contains examples of adverbs of degree. Go to MyEnglishLab for optional grammar work.

page 118 See Grammar reference: Adverbs of degree

TASK

3A Work in pairs. Turn to page 126 and read an email from a new HR Manager to all company staff. Discuss whether the email needs to be formal or informal and how you could improve it.

B You are the new HR Manager. Write your own introduction email in around 80 words.

C Exchange emails with your partner. Did you both write formal or informal emails? How many phrases from the functional language section did your partner use? What did you like about your partner's email?

To all staff

I'm Gabriela your new HR Manager. I started work today. Come and meet me, but book an appointment first. I'm sure we'll get on really well.

See you soon.

Gabriela de Souza

LIVEWORKSHEETS