

COMPANY



Maximize Your Success

Do Your Homework



- **Research:** Review the list of attending corporations and businesses. Understand each company's industry, needs, and recent projects to tailor your approach.
- **Set Goals:** Define what you want to accomplish from each meeting, whether it's building a relationship, securing a follow-up, or exploring a potential partnership.

Perfect Your Pitch & Materials



- **Craft a Compelling Pitch:** Prepare a concise 30-second pitch that highlights your strengths, unique offerings, and value. Practice until it's clear and confident.
- **Bring Key Materials:** Have business cards, a capability statement, and any samples or visuals that showcase your services and expertise.

Engage & Follow Up



- **Listen and Adapt:** Tailor your responses to each company's needs. Show genuine interest in their challenges and emphasize how you can help.
- **Follow-Up:** Send a follow-up email to each contact. Express appreciation, recap key points from your discussion, and keep the conversation going.

For additional preparation tips or questions about the Matchmaking Sessions, contact us. We host matchmaking events at least twice each year. Make a lasting impact and set the stage for future opportunities!