

Don't Leave These Ice Breakers at Home

Brian Campagna, CEO of EAS LeadGen

Besides all the networking preparations and the “do’s” and “don’ts”, it is important to arrive at an event with questions that will further your discussion with whom you are meeting. Try a few of these and see how you do.

1. Have you been to this event before?
 - Yes answer: Who was the guest speaker, where was it held?
 - No answer: What do you know about the guest speaker’s topic?
2. How did you get your start in this business?
3. What are some of the attributes of your “perfect customer” in case I can refer you business?
4. What separates you from the competition?
5. If you notice someone using a smart phone (a “don’t” at a networking event) ask them their thoughts on it and compare it to your phone.
6. Do you have any recommendations on restaurants in the area? (Whether you are a local or traveling, people like to talk about a good restaurant).
7. If you only know one person at an event, ask them if they wouldn’t mind introducing you to someone else that they know.
8. Come to an event with a funny story to share. It will make you more memorable than a business card.
9. When someone asks you a question, be sure to follow it up with a question about them.
10. What are the major changes happening within your industry?



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About Brian Campagna: Brian Campagna is the CEO of EAS LeadGen. A leader in the sales support and lead generation field. Prior to founding LeadGen, Brian was Vice President of Sales & Marketing at Kroll, where he defined, developed and implemented marketing strategies, management processes and sales support tools across Kroll’s 3,900-employee organization. Prior to joining Kroll, Brian worked as the Executive Director of Assurance and Tax Business Development at KPMG LLP. His core responsibilities included the development and implementation of revenue-generating marketing and sales plans. Brian earned his Bachelor of Science from Purdue University and holds a Masters in Business Administration from Pace University.