



The Art of Networking

WORDCAMP EUROPE 2019

Francesca Marano

#WCEU



Ciao! Sono Francesca

- WordPress Community Manager at SiteGround
- WordPress.org Community Team Representative



Profession: networker



A Story



Europeans in America

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A partnership is born





Why Networking



A Challenge



Our Industry

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We Are Creatives



We Are A Community

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We Are Professionals



We Are Multicultural

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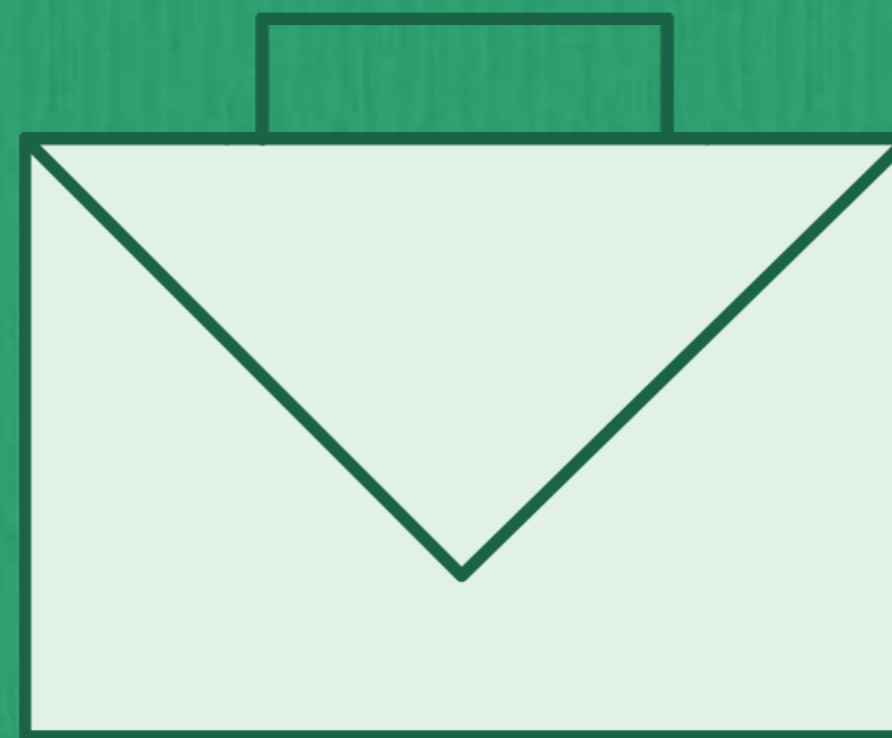


What You Need

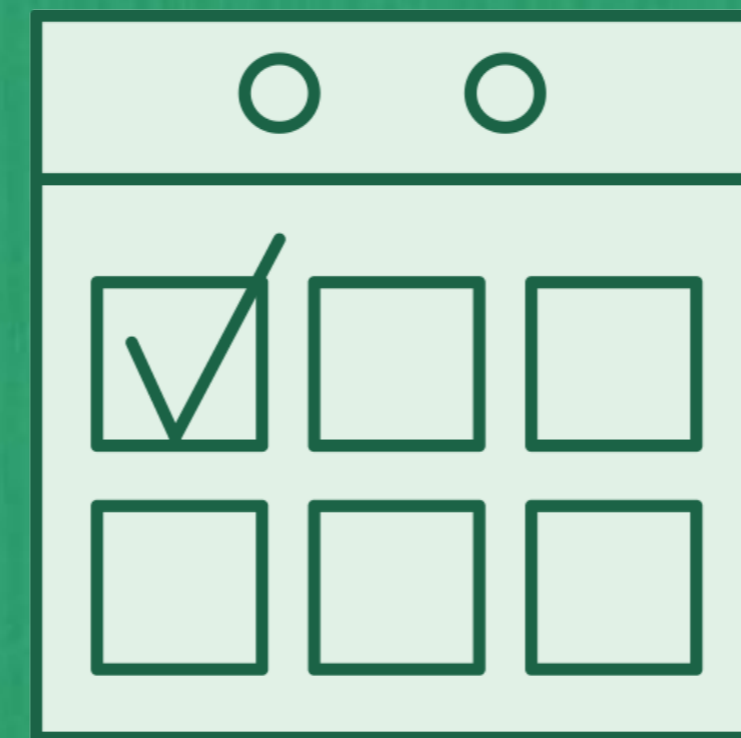


Mindset

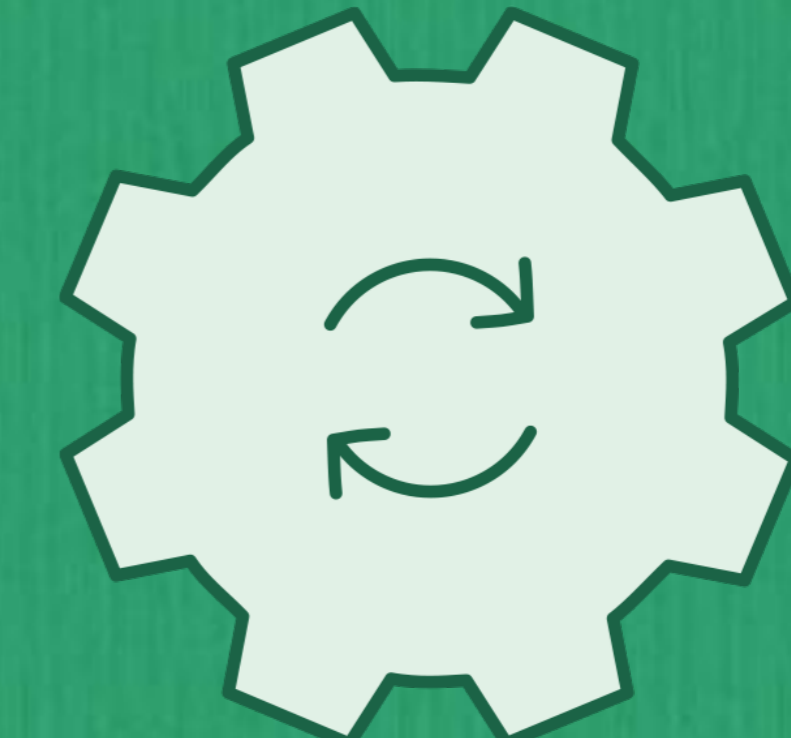
Preparation



Your Business



The Event



The Ecosystem



Business Cards

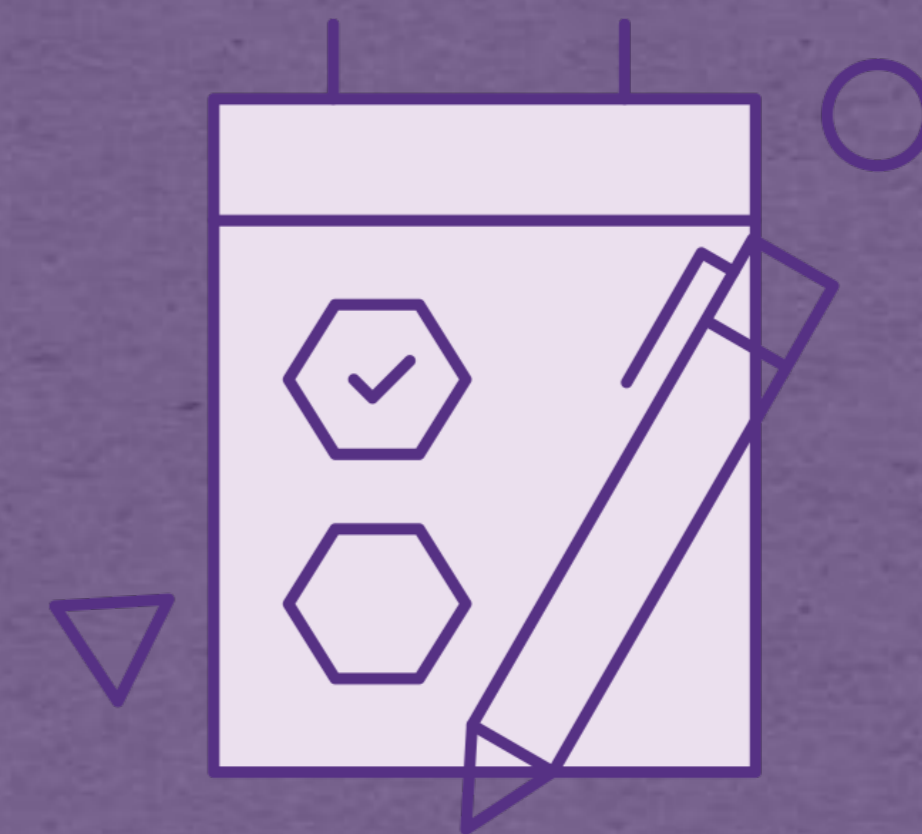
Approach



By Chance



Semi-planned



Pre-planned



A Step by Step Guide



Small Talk



Introduce Yourself



...And you are?



Hi (their name)

Icebreakers



Where are you from?



Is this your first WordCamp?



How are you enjoying the conference so far?



What was your favorite talk?



So, what do you do for a living?

The Golden Ticket





Follow Ups



Categories



Another Story

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My First WordCamp

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“ *We heard about you* ,”



“You’re hired,”



Try it, it's good!



Let's continue the conversation

Francesca Marano

francesca.marano@siteground.com

Where to find me next:

WordCamp Europe

SiteGround Booth, Hallways,
After Party with a great costume

Online

Twitter: @FrancescaMarano
Slack: francina

In Person

Probably a WordCamp near you
WCUS for sure