

The logo for WordCamp Phoenix 20 is a 3D-style box. The top face is yellow with the text 'WORDCAMP' in large, bold, white letters with a black outline, and '<PHOENIX 20>' below it in a similar style. The left side of the box is purple with diagonal white stripes. The bottom face is light blue with a pattern of orange dots. The entire logo is set against a dark grey background with various geometric shapes and patterns.

WORDCAMP
<PHOENIX 20>

The Art of Networking

Francesca Marano

#WCPHX



Ciao! Sono Francesca

- WordPress Community & Partnership Manager at SiteGround
- Release Co-Lead WordPress 5.3 and 5.4



Profession: networker

A Story

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Europeans in America

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A partnership is born

SiteGround

WORDPRESS HOSTING





Why Networking

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A Challenge

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Our Industry

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We Are Creatives

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We Are A Community

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We Are Professionals

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We Are Multicultural

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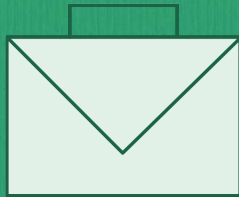
What You Need

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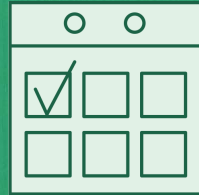
 @FrancescaMarano

Mindset

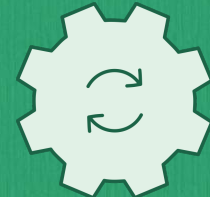
Preparation



Your Business



The Event



The Ecosystem

Business Cards

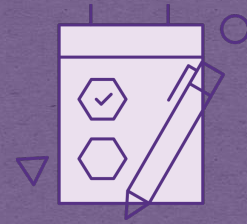
Approach



By Chance



Semi-planned



Pre-planned



A Step by Step Guide

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Small Talk

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Introduce Yourself

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...And you are?

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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

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Categories



Another Story

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My First WordCamp

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“ We heard about you ,”

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“You’re hired,”



Try it, it's good!

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Let's continue the conversation

Francesca Marano

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Where to find me next:

WordCamp Europe

SiteGround Booth, Hallways,
After Party

Online

Twitter: @FrancescaMarano
Slack: francina

In Person

Probably a WordCamp near you
WCUS for sure

