

## 2008 Business Networking Survey Results

### 1. What time of day do you prefer to attend Networking Events?

|                        |     |
|------------------------|-----|
| Breakfast (Before 9am) | 35% |
| Morning (9-12)         | 10% |
| Lunchtime (12-2)       | 20% |
| Afternoon (2-5)        | 4%  |
| Early Evening (5-7)    | 11% |
| Evening (7pm Onwards)  | 13% |
| Other                  | 7%  |

### 2. On average, how many Networking Events do you attend each year?

|        |     |
|--------|-----|
| 0-20   | 43% |
| 21-40  | 14% |
| 41-60  | 17% |
| 61-80  | 7%  |
| 81-100 | 10% |
| >100   | 9%  |

### 3. What format of Networking Event do you prefer?

|                           |     |
|---------------------------|-----|
| Structured (Facilitated)  | 38% |
| Informal (Un-facilitated) | 25% |
| No Preference             | 37% |

**4. What is the fee structure of the events you attend (one or more may be selected)?**

|  |     |
|--|-----|
| Membership charge + fee for each event | 54% |
| Membership charge only                 | 28% |
| Fee for event only                     | 54% |
| Free events                            | 54% |
| Other                                  | 4%  |

**5. How satisfied do you feel with the choice and availability of Networking Events in your area?**

|                                   |     |
|-----------------------------------|-----|
| Very Satisfied                    | 27% |
| Satisfied                         | 32% |
| Neither Satisfied or Dissatisfied | 26% |
| Dissatisfied                      | 15% |
| Very Dissatisfied                 | 0%  |

**6. What would you say are your main reasons for attending Networking Events?**

- New contacts, catching up with fellow business people, Social
- New business contacts and potential new clients
- 50% business/50% social
- Long term business relationships
- New contacts, suppliers, prospects
- New business contacts
- New business contacts
- Business and Social
- New business and new contacts.
- Social + new business.
- New contacts
- contacts, social
- Creating business relationships, gaining a better understanding of other businesses and becoming known as a reliable and ongoing business person.
- New business contacts
- New contacts, socialising, meet friends
- New business contacts, Social
- New business contacts
- Long term business relationships
- New contacts
- Social and to help others
- Personal Development Building network and finding advocates Visibility Finding people to service my business

- Collaboration opportunities To link people for perceived synergy Social To engage colleagues as sales force Learning
- new contacts, building current business relationships, some social
- people buy people
- Work for the Chamber of Commerce, so not only organise events but attend them to promote the Chamber and possibly gain new contacts/members
- New contacts - learning something - social and building friendships.
- Social, new business contacts to help build a fledgling new business
- New business contacts, Social, get to know new people and their stories/businesses
- Build relationships social
- Business contacts and relationship building
- Increase contact base Also social
- To make new business contacts
- New contacts and re-affirming existing ones
- Both social and business contacts
- New business contacts
- New business contacts
- To build rapport with people and promote my business.
- Meeting other local business people, widening contacts, social
- New business contacts and to meet existing customers.
- New business contacts
- New business contacts and upping my skill set!
- New business contacts, fact finding
- Meeting new people and building relationships
- Business contacts
- I'm writing a book on the subject and using it as market research tool. Also strategic networking and relationship building is a core marketing strategy for my business
- Working out what makes business networks tick
- Connect and share my passion for coaching. Often I find the contacts I make are helpful to my clients!
- Business
- new business contacts, PR, meeting existing contacts, raising the business profile
- personal and professional development, business contacts
- New business contacts Social Product awareness
- New business contacts.
- Business building
- Making business contacts
- Making new contacts
- New business contacts - mutual support rather than sales.
- Business contacts, meeting like minded people, developing business relationships
- New business primarily
- New business, contacts
- New business opportunities
- New business contacts, develop confidence in talking about my business among other professionals
- New business contacts to help grow each others business

- Business opportunities New contacts
- Business contacts and face to face connections with people I know virtually
- new business
- Business growth and suppliers
- To create a network of suppliers and customers
- Meeting potential business contacts (be they prospects, suppliers, JV partners etc); Building relationships with them by seeing them on a fairly regular basis; building up visibility in the local business community.
- Business and social
- New business contacts
- New business
- To increase my business profile and that of my contacts as well as occasionally to get business.
- Building my business
- Looking for New business contacts
- New business contacts, both customers and suppliers. Although not a reason for attending, I do enjoy the social side too.
- To find new contacts/clients to help develop my business
- business contacts, advice, social, referrals
- New business contacts
- contacts
- Catching up with my network Consolidating friendships/possibilities for collaboration New business contacts Fun and a chance to get out and about
- New Business and Social
- Contacts, contacts, contacts - you can never have too many!!
- To keep my company name in their faces. I hardly ever get new business on the e evening, but I do get people remembering me and coming back in the future
- New business contacts, business referrals
- New business contacts, support network, social reasons
- New business contacts
- To meet new contacts
- Lead generation
- Building business relationships
- New business contact, feedback
- Make contacts short term, do business long term
- New business contacts and social. It's fun too
- New Business Contacts Investment options

## 7. Overall, how satisfied are you that you achieve what you want out of attending Networking Events?

|                                   |     |
|-----------------------------------|-----|
| Very Satisfied                    | 18% |
| Satisfied                         | 55% |
| Neither Satisfied or Dissatisfied | 22% |
| Dissatisfied                      | 5%  |
| Very Dissatisfied                 | 0%  |

## 8. Please enter any other comments you have about your networking experiences, good or bad. For example, in what areas have networking events failed to meet or exceeded your expectations?

- Attended a Chamber networking event where at least 30 out of the 100 attendees were employees of the sponsoring bank. They were clearly out on a jolly. Really dampened the atmosphere of the event.
- A lot seem very stuffy and dull.
- Some events go on for ages with no structure, but you are made to feel awkward if you leave.
- BNI is too Americanised
- I think some network organisers could improve how they run events. This may sound silly but I went to an evening networking event where they only served flavoured water. I couldn't have been the only person wanting a 'proper' drink at that point in the day!
- No one to welcome new attendees
- Open networking has been a waste of time locally, I am a member of BNI and get a large part of my work from referrals here.
- In our part of the world, it is actually getting the people to attend events! Turnout is generally low!
- At the Ecademy party I should have made appointments during the day and the next day - a big missed opportunity
- Poor turnout
- Just the possibly normal wax and wane of attendance at events.
- Too soon to say. Networking is for the long haul.
- None
- I prefer informal networking events, as I dislike being rushed and having to present to a group. I also like to look at a delegate list and decide who I would like to approach rather than having to speak to all delegates. I know many who prefer the structured events as it means you get to talk to lots of people. I would like to see more informal events, potentially with a theme? If you get the delegates to 'do' something or look at something (cocktail making/art exhibitions in a venue/ short film?), then there is more reason to start a conversation with someone.
- There is an art to networking, which not many people know about to start with
- this means that there are so many opportunities missed. Perhaps giving new

- members a 'rough guide to networking' might help. This applies to all events.
- I am new to networking, but so far I have been very happy with the social side of the networking events I have attended. I have also obtained useful information through these meetings. Although so far the meetings have not led to new business (or even to new business leads), I think they are time well spent.
  - Most of our business has come via contacts made through networking, then referrals.
  - I think it depends how much effort you put in. I know personally I have good networking meetings and bad networking meetings. I think you have to put yourself in the right frame of mind.
  - I prefer events where attendees have badges and pass over business cards, or where the list is published so you get extra value even if you have not met everyone there. I really dislike meeting very junior staff or people who just joined that week even worse temporary staff, yes this does happen.
  - I am relatively new to networking and have only attending 3 so far so can't really comment
  - I feel that some events especially speed networking events tend to be filled with people who just want to sell and are not interested in building up relationships / referral networks etc
  - I have not had any business from networking events however I am spreading my message about coaching and what I do.
  - You get out what you put in, never overtly canvass for business - just see what your knowledge and contacts can offer fellow attendees, forget favours you give, remember those you get
  - I would really like more networking companies to provide a delegate list before each event as this is very useful in doing research beforehand. Only one group I attend provide this.
  - Gone to some events where if your not a member you just not in and its totally not much point in you being there.
  - Takes many meetings to feel confident.
  - Like many people, I am not terribly comfortable with networking and find it hard to improve my skills / techniques / etc.
  - My average event attendance stands at approx 60, however I felt it necessary to point out that 52 of those are taken up by my weekly BNI meetings; outside of those, I feel that events are sparse in the north east area
  - It hasn't enabled work enough
  - Mostly excellent, occasionally blemished by people being slightly ill informed about their subject matter!
  - What absolutely drives me NUTS is people who think its ok to take my business card details and add me to their email distribution lists without my consent. This is SPAM! I also don't understand why almost nobody does any follow up after an event - not even to say 'nice to meet you'
  - 4Networking is a very friendly vibrant club whether you go
  - In our rural area the structure of the likes of BNI is too strict and does not work.
  - Most seem only to attract small businesses
  - Currently involved with 4Networking. This has been a major factor in the 50% increase in my business over the last 5 months. All experiences, so far, have been good.

- Mostly positive with a few hiccups - I prefer smaller scale events generally
- Enjoy all networking events have generated new business and made lots of new friends
- I think that some of them could have better websites & forums.

- I found that on two occasions, I had men that had been drinking all evening and they felt that they could then pass rude comments. Yes, it is a social evening, but I think that people could control their drinking and their behaviour. I find that with Speed Networking you don't really get to speak to enough people and as soon as it is finished, people leave!

- Stopped going to BNI - although good they are now overpriced.
- Un-facilitated events are the most disappointing and have never resulted in any good contacts
- Not enough experience about it; I stick mostly to the same networking events;
- I have been to networking events and no one spoke to each other, they were too unfriendly, stiff. The ones I have attended in North Devon are really friendly.
- Some lag on to long with no purpose and waste my time.

**For further information about business networking events in your area or to join our mailing list visit:**

<http://www.findnetworkingevents.com>

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