



Hello techie, techie

Attending a conference can sometimes feel like a twisted game of **'Where's Waldo?'**, where, surprise twist, *you* are **Waldo**.

But hold onto your striped hats, because we've got the sauce, **the secret!** Let's dive into how you can be the standout star at conferences, without sticking out like a sore thumb.

The Badge is Your Billboard

Who knew a rectangle of plastic could be so powerful? Don't just scribble your name. *Make it artistic, make it bold. Maybe add a fun title or an emoji. If you're the "Code Whisperer," own it.*

Say 'No' to the Usual Practices

Everybody's going to be wearing that standard corporate navy-blue suit or the ever-so-safe white shirt. *Use color. A fun tie and a standout piece of jewellery. A touch of individuality makes the difference.*

Be The Question Maestro

When Q&A time rolls around, have a question ready. *Not one of those "look-at-me-I'm-so-smart" questions, but a genuinely thought-provoking one. Remember, the aim is to be memorable.*

Mind Your (Body) Language

Stand tall. Shake hands with purpose. *It's not rocket science, but it does make you seem approachable, friendly, and someone people want to chat with.*

Be a Digital Footprint

Before the conference, tweet, post, and share about it. *During the conference, be that live-tweeting expert. Not only will people recognise your face, they'll recognise your Twitter handle too.*

Skip the Sales Pitch

Nobody wants to be "that guy" or "that gal." *Engage, chat, laugh, but keep the sales pitch in your back pocket for when it's truly needed.*

So, dear conference-star, now you're armed with the skills to be the shining star, rather than just a twinkle, in the vast conference galaxy.

Shine bright, be genuine, and remember – **it's not about trying to stand out, it's about being outstanding.**

Until next time, keep shining ✨



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News



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Personal branding has become a critical tool for leaders, not only for personal gain but also for their businesses. After all, the image of a leader is naturally linked to the brand they represent.

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What to Say When Networking In-Person and Online

Whether you're attending an in-person networking event, schmoozing at a conference, or finally grabbing coffee with that friend of a friend, knowing how to approach a conversation with a stranger can be tough.

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Have a nice week!

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