

EVENT STRATEGIES

To get the most out of our Events, we encourage you to:

- Arrive early and be ready to meet as many people as possible.
 - Sponsor the event, as these are the largest events and provide the greatest return on investment.
 - Bring current customers as guests. They are often your best spokespeople.
 - Join the event committees. It is a great way to meet IFMA Members and get the first opportunity for sponsorships.
 - Circulate through the crowd to meet the most people.
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GENERAL ITEMS

To get the most out your Associate Membership, please follow these general guidelines:

- *Do not send mass emails to membership or board members.* If you want to reach out to a specific member via email, this is fine so long as the message is specifically directed to that individual.
- *Do not be a salesman.* Be a professional with solutions for our members' problems.
- *Do not continue to pester Professional Members when they have made it clear they are not interested in your goods and services.* You will only alienate them.
- *Treat everyone in a respectful manner.* Do not cut others off during conversations or try to speak over them.
- *Listen more than you talk.* This is the only way to find out the needs of your potential customers.

Note: You will not win customers immediately; our Professional Members must know and trust you before they will provide you with an opportunity. This takes time so do not be discouraged.