

Top Tips: How to network in London

Business networking and making new contacts is a good way to grow your business. Here is how to make the most of networking in London.

Be focused

There is an old saying: "Those that aim for nothing hit it with remarkable accuracy". This is especially true when it comes to networking. Set up clear end goals before you attend any event – it will help keep you focused on the things that count.

Find the right scene

London plays host to hundreds of networking events every week – find those that are most relevant to your business, rather than trying to attend every event. "London is all about the intangible asset that you can develop here by opening the right doors and being in the right networks," says Carolina Arriagada Peters, Head of EMEA and Latin America at London & Partners.

Stay connected

London & Partners Business Lounge will help ensure you stay connected to London's business scene – with upcoming event opportunities that will help grow your networks.

londonandpartners.com/businesslounge

Build meaningful relationships

Networking is about people: be curious about others and they will be curious about you and your business. Do not just work the room to try and meet as many people as possible; focus on a few key contacts in order to build real relationships.

Keep the conversation flowing

Networking is a skill that takes time to build up. Keeping the conversation going with a stranger can be tricky, but open-ended questions such as 'who', 'why', 'how', 'where' and 'when' can help. People like talking about themselves, so ask questions to keep them going.

How can you help?

Offering to help others is at the heart of networking. What goes around, comes around – so listen to what others are saying, and think of ways that you can help them, for example through offering to introduce them to a business contact.

Follow up, follow up, follow up

Following up with the people you meet is essential to create a relationship, otherwise they will forget you. Whether that means sending them an email, giving them a call or just connecting with them on LinkedIn, make sure you get in touch with them in the days after the networking event.



Contact us

Imagine the potential. Find out more about finding the perfect office for your business.

T: +44 (0)20 7234 5800

E: business@londonandpartners.com

londonandpartners.com/imagine

Our Commercial Partners

We have a range of approved partners that are experts in their field and have significant track records of assisting overseas owned companies into London.

Find out more about our Commercial Partners, and how they can help you build and grow your business in London.