

Building relationships that bring leads

5. INDUSTRY NETWORKING & RECIPROCITY

Vendor Referrals

Ask clients what they need

Make helpful introductions

Goodwill Building

Help others first and
give without expectations

Make others

Long Term Trust

You refer them and they
will remember you

The will refer you

The vendor who
gives first gets
remembered first

Outcome:
Referral momentum and
long-term goodwill inside the
event industry.