

TITLE OF THE SESSION	Building an Effective and Stable Network
Event number	3.2
What are we going to do today	<p>Duration of the session- 4 hours, divided into these parts:</p> <ul style="list-style-type: none"> • Presentation of the theoretical part- 20 min • Brief discussion and comments on the topic- 10 min • Activity 1: Strategy Map of Your Business Networking - 60 min workshop, an overview- 10 min. • Activity 2: Offline network strategy- 60 min workshop, an overview- 10 min. • Activity 3: Social media network strategy- 60 min workshop, an overview- 10 min. • Wrap-up session- 10 min.
Overall description	<p>Business relationships can be created in a particular business environment and context, developed under special needs of business, thus, it is a shorter or longer process of the development of an effective and stable business network. The task of the practical part of this session includes setting a step-by -step plan of the full network strategy of sustainable business, including the development of offline network and social media network strategies.</p>
Key learning points	<ul style="list-style-type: none"> • To clarify the reasons for offline networking as an essential nature and charge of any business development. • To set an entire strategy for your business networking. • To build a plan of meaningful business connections. • To make a strategy for social media networks.
What will you prepare during this session	<ul style="list-style-type: none"> • The full list of attracted and available partnerships will be created from the partners of today to the extended network of the relationships that is the most effective for the business.

	<ul style="list-style-type: none"> • A list of carefully selected business partners that are crucial for your business and with whom you have to develop a stable offline network. • The cards of each of your partners for offline cooperation as a map of the tactical actions to be taken to keep offline connections. • The entire plan of social media networking strategy to give a full view of valuable connections to reach your smart business goals.
To do list AFTER this session	<ul style="list-style-type: none"> • The recommendation is to work on the strategy on how to get the most from the offline and online communication with your key partners and social groups to reach the best balance. • The further readings to deepen the knowledge in developing personal communication skills are advised too. • The dynamics of social media development are high, so you have to keep an eye on the social trends coming in order to select the best solutions and mostly effective decisions to make your networks best suited. The latest trends in social life you can find here: https://www.hootsuite.com/research/social-trends
Additional comments and instructions	<p>During the activities you will understand that the time spent in the sessions of setting the business network strategies are limited. In real business life designing the networking strategies is quite a time-consuming activity and never is totally finished, as new partners come and go.</p>