

Co-located with



**Making the most out of
your time at ERTC**

21

**Years of Being the
Biggest & the Best**

We make networking easy!

Thank you for registering for ERTC

As part of our commitment to ensuring you get the most out of your time at ERTC this year we've designed a guide to networking. The aim of this guide is to **help you understand all the new formats** at the event and ensure you maximise your time on site.

We understand the importance of networking and we know that sometimes it's difficult to make the right connections, so, following your feedback, **we've reimaged our event structures.**

Our new event formats are designed to **give you more opportunities to meet the right people, and more platforms to have the right conversations.**

The new formats actively encourage dialogue and conversation: ask questions, debate hot topics, and have peer to peer interaction whilst enjoying the high quality content you have come to expect at ERTC.

Enjoy the guide, and please get in touch with any feedback on the new formats or with any ideas you have for improving your experience at ERTC.

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Kay Mitchell
General Manager

Any questions?

Please email Anastasia on
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ertc.events.gtforum.com

We pride ourselves on creating a platform for valuable and facilitated discussions

Speed Networking

Speed networking ensures you don't miss out on that vital introduction. You'll be at a table with 6 of your peers for 3 minutes. When the bell rings pick up your new business cards and move to the next table for more introductions.

A great ice-breaker, that sets up further discussion later on at the show. Remember to bring lots of business cards!



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Roundtables

Roundtables are an opportunity to debate a topic or problem in more depth. You have the opportunity to opt-in and select the roundtable that's right for you. Small groups of 10 people discuss a topic around tables, with individuals switching tables periodically and getting introduced to the previous discussion at their new table by a table host.



Designed to give you an exclusive event experience

Networking Managers*

Designed to give you an **exclusive event experience**, our Networking Managers can help you with anything at any time – from **introducing you to a fellow delegate to printing your boarding pass**.

We're here to help.

Meet our Networking Managers



Tom Jenkins
Networking Manager



Max Michaud-Daniel
Networking Manager



Sophie Boyle
Networking Manager

Breakfast Briefings

Breakfast briefings combine presentations with small group discussions that focus on a particular topic. The emphasis will be on **grappling with the issue in a small group, encouraging each participant to voice his/her own opinion, before presenting the main findings before the whole group**.

This kind of session aims to get to the **heart of the topic, promote debate with experts and allow participants to develop deeper insights, reach conclusions and formulate recommendations** on the relevant issue. And most importantly leave the briefing with key "takeaways" for their business.



* Only available for sponsors, refiners and producers.

5 top tips to maximise your time at ERTC

1. Be clear on your goals

- A. Do you want to consolidate existing relationships or meet new people?
- B. Do you want to acquire “how to” expertise or to gather industry insights and intelligence?
- C. From a personal standpoint, are you trying to grow your “personal brand” or make connections with others?
- D. Learn more in order to do your current job better, or to get to the next level?

2. Attend sessions you don't already know a lot about

When multiple sessions happen simultaneously you should consciously choose to attend those on topics you don't already know a lot about. All of us have a predisposition to be attracted to the familiar, and when you're surrounded by strangers at a conference you'll naturally gravitate to those subjects you already feel more comfortable with. But resist that temptation.

3. Listen to case studies

Sessions involving detailed, single-company case studies – often delivered by the person at a company who was in charge of the project in the first place – can be very informative and interesting. Let's face it: no one learns as much from a success as they do from dealing with a problem or a mistake. And case study presentations at conferences are the one venue in which you might get genuine insight about the kinds of things that went wrong and should perhaps have been done differently. Why we did it, what we thought it would be like, what went wrong, how it paid off, or not...

4. Ask questions!

Use the Q&A period after presentations to ask about problems and obstacles encountered and how they were overcome. And ensure you get the answers that will be the most valuable for you personally.



5. Use a checklist each morning before leaving your hotel room to make sure you don't forget something:

- 1. Business cards. Take a LOT of them, and always have a supply on your person.
- 2. Conference agenda with sessions marked
- 3. List of companies or attendees you most want to meet or connect with.
- 4. Laptop or tablet. Capture notes electronically so you can more easily retrieve and use them later.



**Please feel free to share this guide
and we look forward to seeing you in November!**

Any questions? Please email Anastasia on a.topaeva@gtforum.co.uk