



MEDIA CONTACT:

Lesley-Ann Thompson
Cheryl Andrews Marketing Communications
305.444.4033
lesley-ann@cam-pr.com

Top 3 Ways to Master the Art of Business Networking

Veteran of the Caribbean tourism and hospitality industry and Hyatt Regency Trinidad's Director of Sales Charlaïne "Candy" Montano, shares three tips on how to make successful business connections

Port of Spain, Trinidad - March 24, 2016 – Though it may appear otherwise, making solid business connections at cocktail events, over after-work drinks or during a business dinner isn't always easy. There is an art to getting it right.

As someone who has attended and planned many business networking events throughout her long career, Hyatt Regency Trinidad Director of Sales Charlaïne Montano believes, "mastering the art of networking is an effective sales and business development tool because it sets the stage for building and maintaining solid relationships that can positively impact the bottom line."

Below, she shares her top takeaways for effective business networking.

Research and target

Try to gain access to a full or partial guest list prior to attending an event and conduct some preliminary research on the individuals or businesses scheduled to attend. That background information will tip you off to the topics likely to resonate with the persons you wish to meet. Remember, you don't have to introduce yourself to everybody. Just focus on making the connections that make the most sense for you and your business.

Listen and engage

The best way to make a good impression is to be genuine. That means asking thoughtful questions and listening keenly to a person's response. Also, never push a self-serving agenda. It's better to offer insightful suggestions or help in other ways if you can. And by all means get comfortable but never forgot to make notes on useful mentions about competitors, emerging trends and potential new sources of business that may emerge during the conversation. Once you walk away, tactfully scribble notes in your smartphone or on the back of a card because those little reminders will be lifesavers the next day.

Follow up

Collecting business cards is impractical if you never use them. **Always** go through the stack you accumulate after each event and follow-up with each one. Send a brief but courteous email within 24 hours to thank your contact for his or her time and look for your new business associates on LinkedIn to connect with them there as well. Social business sites will open you up to a wider network. Even if that individual can't help you directly, it's likely someone in their sphere of influence can.

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About Hyatt Regency Trinidad

Designed as a premier meeting, convention, business, event and leisure travel property, the 428-room Hyatt Regency Trinidad is situated in the Port of Spain International Waterfront Development. The Hyatt's versatile event space showcases a 16,000 square-foot grand ballroom, and a 10,000 square-foot ballroom with translation facilities. Other guest facilities include one full-service restaurant; a lobby bar and lounge; a fitness center, and the 9,000 square-foot Spa Esencia. For more information and reservations, please visit trinidad.hyatt.com or call 1-800-233-1234. High-resolution images may be downloaded from newsroom.hyatt.com.

About Hyatt Regency

Hyatt Regency encompasses the full spectrum of hotel types, which are conveniently located in urban, suburban, airport, convention and resort destinations around the world. Properties range in size from 200 to more than 2,000 rooms, feature intimate and large meeting spaces, and offer a full range of services and dining options tailored to serve the needs of conventions, business travelers or resort vacationers. Hyatt Regency enables all guests – whether they are traveling to work, unwind or gather in celebration – to feel productive and revitalized. For more information and reservations, visit www.hyatt.com.