



Speed Dating Tip Sheet

Thursday, February 17, 2011

1:30PM-3:30PM

Cabaret Theater

Overall goal of the Speed Dating program:

- Match a face with a name
- Match a face with a company or service
- Experience the “Speed Dating” scene
- Have fun!!!

Room Setup:

1. There will be 19 banquettes setup inside the Cabaret Theater for Speed Dating.
2. **Associate Members:** Four (4) Associate Members will sit at each table and move from one banquette to the next in a serpentine pattern during the session (tables will be numbered to assist you). Only one (1) Associate Member per company (hotel, etc) is allowed to participate in Speed Dating. Each Associate Member participating will have a brief opportunity to introduce him/herself to the AMC representatives (see below). Be considerate of everyone in your group and do not go over the allotted time. You will have many opportunities during the remaining time at the Annual Meeting to seek out an individual you want to follow up with regarding your product or services.
3. **AMC Attendees:** There will be five (5) to six (6) seat assignments at each banquette for AMC attendees with one table captain. **Please check the attached list for your seat assignment.** The AMC representatives will remain at their assigned seat during the session. Each AMC member should be prepared to deliver a brief introduction (see below).

Instructions:

Step 1: A bell will signal the beginning of the round.

Step 2: **Introductions:** The total time allocated for introductions at each banquette is two (2) minutes. Each Associate Member participating will have ten (10) seconds to introduce him/herself to the AMC attendees. Each AMC attendee should be prepared to deliver a ten (10) second introduction. A bell will signal the end of introductions.

Step 3: Questions: Once introductions are complete, each AMC table captain will read a question for their table to discuss. Associate Members will have forty five (45) seconds to answer the question. The AMC table captain may ask the same question of each Associate Member or she/he may choose to ask a different question of each member. The total time allocated for reading and answering questions is four (4) minutes. A bell will signal the end of the questions and answers.

Step 4: Associate Members will have 30 seconds to move to the next banquette. AMC attendees remain in their assigned seat.

Tips:

Introductions: *Prepare what you are going to say about your company ahead of time!*

AMC Attendees

- Ten (10) seconds for each AMC attendee to give: Name, AMC Name, Position within the Company, Location of the Company, type of clients (medical, financial, professional, trade, etc), # of employees, # of clients

Associate Members

- Ten (10) seconds for each Associate Member to give: Name, Company Name, Position within the Company, Location of the Company, and one (1) unique fact about your company

What to Bring:

AMC Attendees:

- Bring the business cards of decision makers/meeting planners within your AMC and use those in response to vendors you find appropriate for follow up. For example, if an owner writes on a direct report's business card that "so and so from AMC Institute will call you to discuss x, y, or z" that sends a powerful message and serves as a supportive introduction to the AMC Associate Member.
- Your copy of the registration list to make notes on.

Associate Members:

- Plenty of business cards
- Copies of your brochures to leave at each table. Remind the AMCs that there are additional copies at the Associate Member material showcase in the registration area.