

FAI 2020 B2B (Business to Business) Meeting Preparation Guide

What happens at the one-on-one meetings?

The one-on-one meetings are a series of pre-scheduled 8-minute long meetings. At the meetings, you will meet with each delegate individually and have an opportunity to tell them about your work, share your music with them, ask them questions/advice, and invite them to your showcase(s).

What is the purpose of the meetings?

The immediate goal is to make a personal connection, with the idea that in the longer term that relationship could lead to future opportunities for you. ***Do not try to close a deal in the first 8-minute meeting.*** Think of these meetings as a first introduction and contact point from which you can develop the relationship during the rest of the conference and beyond.

Do I have to check in?

No, you do not have to check in to the desk for your meetings. There are over 800 meetings scheduled, so we advise you bring a copy of your own schedule and meetings with you. There will be volunteers who will be able to assist you in finding the people you are meeting with, as well as maps with legends posted in the hallways outside the Oak Alley room.

Can the meeting go past our 8 minute allotted time slot?

Unfortunately not. The delegates have back-to-back meetings. Once the bell rings indicating that the 8 minutes is up, it's time to move on. There is a 2 minute changeover time, and delegates need a moment to pause between meetings. Please do not linger, as it is unfair to the person coming right after you. By getting the contact information of the person you are meeting with, you can follow up via email later.

Where can I wait between meetings?

If you have a meeting within the next 10 minutes, you are welcome to take a seat in the Oak Alley room, in the waiting area. You will then be ready to make the most of your limited time.

If you have taken a meeting and then have a scheduled break of longer than 10 minutes (a single slot), we ask that you leave the room and wait in the hall, in order to keep the volume of talk in the meeting room at a pleasant level, and to keep the transitions between meetings smooth. Announcements will be made both in the room and in the hallway when it's time for changeovers.

Can myself and my bandmate/business colleague participate together?

A maximum of 2 representatives per timeslot can participate. Seating and space is limited, so we ask that you respect this guideline.

What should I bring?

Here are some suggestions:

- A copy of your scheduled meeting
- Business cards with your contact information as well as your showcase times
- Your/your client's music - offer options to the folks you are meeting with, as not everyone listens to music in the same way. If you are playing a live video on a tablet/phone, make sure it is cued up, and that you have brought along clean "over-ears" style headphones (not earbuds) to enhance the viewer's experience.
- It is not necessary to bring music for delegates to listen to, but if you do, make it as easy and pleasant as possible for folks to do so.
- You may wish to have a few slides that show recent touring, live band configuration, social media stats, awards/highlights, and select media quotes (not entire reviews)

Often, delegates are unable to carry CDs with them as they travel home from the conference, so consider offering a download card, a listed link on your business card, or suggest you will email a link to your music as a follow-up post-conference if they prefer.

How should I prepare?

A few ideas:

- Familiarize yourself with the folks you are meeting with.
- Understand what their role is, and how/where your work might fit in.
- Develop a concise description of what you do, so that you are able to engage in conversation and appear prepared and professional.

- Update your website and social media channels. Make sure photo, bio, and links are all current. Make it easy for the people you are meeting with to find you online.
- Wear a watch or use a timer on your phone so that you are subtly aware of the pace of your meeting and how much time is remaining.

What should I say?

Begin with a relaxed greeting, and by connecting with the person you are meeting with.

Here are some questions for you to consider as talking points:

- What is your latest project?
- When at the conference can the delegate see you/your client perform?
- What are your top career highlights?
- What are your upcoming tour plans, and some touring highlights?
- Why did you want to meet with this delegate specifically?
- Are there other skills offered beyond a stage show - ie. school/community workshops
- How and when would the delegate prefer for you to follow up with them?