

Connecting in person

Shashi Bellamkonda from Network Solutions gave the keynote yesterday at Washington Women in PR's annual luncheon. Here is a link to his presentation, which is well worth a read if you work in PR and/or social media. He spoke about the importance of establishing connections, in person when possible. He's absolutely right. Too many people substitute an email or my least favorite, a text, for a phone conversation or an in-person meeting. I have said it before on this blog but it bears repeating: people do business with people.

Recently, I met David Heyman in person. Up to that time, I knew him on Twitter only as @dcborn61. We have had breakfast together and chatted. We've also done business. That is the power of connection.

I first met Shashi as @shashib on Twitter too. I met him in person at a casual Tweet up and have had the fortune of seeing him at many other events since.

Get to know someone better. Go for coffee or a beer. Try to connect in person—you will get to know each other better.

How do you connect?