

The "UN-NETWORKING" LUNCH

Playbook

by Derek Coburn

1

Create an invitation pool of 15-20 professionals

- Similar roles and are in complementary industries
- Include any or all of your business owner clients, Centers of Influence (COIs) and other looser connections you want to get to know better

2

Send initial "Invitation Email" to gauge interest

- [Click here](#) to access the email template

3

Identify a restaurant to host your first Un-Networking Lunch

- [Click here](#) to access *OpenTable's "Private Dining Restaurants In North America"*

4

Pick a date and send an email invitation to those interested

- Schedule far enough in advance for them to have a high likelihood of booking it in their calendar
- Try using [Doodle](#) to schedule with groups

5

Send email to confirmed attendees with event details

- Date & time of the lunch
- A loose agenda of the event, including discussion points and what to expect
- Directions & parking tips for when they arrive

6

Host an amazing Un-Networking Lunch for your attendees!

- Curate new connections and introductions
- Play "facilitator" to the event and keep the energy high throughout!

7

Follow up after the event

- Gauge interest from attendees for another lunch in the future
- Mention inviting a guest or two who could also benefit from attending

8

Rinse & Repeat!

- You can host as many Un-Networking Lunches as you'd like. The more you host, the more connections you make and the more value that's created for everyone in attendance.

**AFTER YOU HOST YOUR FIRST EVENT...
SEND YOUR RESULTS!**



Email derek@derekcoburn.com with the results of your Un-Networking Lunch, questions around planning, and more! I'll share further insights and insider secrets to help you host the best event possible.