

"I've known Andy for many years and can personally endorse him as a business professional and speaker.

I've worked alongside him as a speaker as well as used him at some major customer events for Brother UK.

Prior to our own event, Andy was very meticulous in ensuring our messaging was fully understood so that his content was spot on and the audience feedback supported this.

Wherever I go, Andy is held in very high regard and I can personally endorse him as someone who is easy to do business with, professional and also great to work with.

Phil Jones MBE,
Managing Director,
Brother UK



**Connections really do count.
If you are serious about your business or your career,
can you afford not to network effectively?**

Networking is a vital tool in business, from sales generation to career development. Unfortunately, it's still not treated with the same strategic consideration as other business methods, leaving many companies and individuals failing to realise the potential their networks offer.

By knowing why you are networking and what you want to achieve, it is possible to plan accordingly and get great, measurable results.

A business networking strategist, I work with companies and their staff on how to use networking tools to achieve their objectives. Networking is not just about sales. Whether for lead generation, breaking down silos internally, recruitment and retention of top staff or developing future leaders, networks and collaboration have a key role to play. I work with my clients to help recognise that role and put the strategy and skills in place to leverage it.

I have a regular blog in The Huffington Post and have been quoted in national press in both the UK and overseas, including The Sunday Times, The Financial Times and The Guardian. I have also written three books on networking with a fourth being published by Bloomsbury Publishing in 2019.

I am a Fellow and a former Vice-President of the Professional Speaking Association (PSA), a Master of the Institute of Sales Management (ISM) and a Fellow of the Learning and Performance Institute (LPI). I'm also a Member of the Global Speakers Federation (GSF). In 2017 I was one of a few speakers in the UK and Ireland to be awarded the PSA's prestigious 'Award of Excellence'.

“It is great to work with a speaker like Andy who really wants to understand the audience he speaks to and tailors his content to them.

It's also great to have all the post event content Andy prepared specifically for us and so quickly.

It has been a pleasure to work with him.”

Galina Lebedeva,
Education &
Events Senior Co-ordinator, Wella UK & Ireland

The feedback we received was overwhelmingly positive, making it one of the best sessions we had all year

I would strongly recommend Andy to speak at your event and his positive demeanour makes him a pleasure to speak with.”

Aileen Parsons,
Relationship
Manager - Strategic
Client Services,
Paypal

Presentations include:

It's Who Knows You – Why a networking strategy is so important for your career and in your role

The Networking Mindset – Getting into the right frame of mind for networking events

Make the Room Work for You – The simple, practical skills to help you network effectively at events

Breaking Down the Barriers – Getting colleagues to collaborate rather than compete.

Bigger Than You - The hidden power of your network. Why it's OK to tell the truth.

More details on these and other presentations, together with video extracts, can be found at www.lopata.co.uk/how-can-we-help

