



The 4EVER Group

Tim Ryan • (516) 385-4384 • TimR@4EVERGroup.org
9 Beechwood Court • Massapequa • NY • 11758-2401

Steve Wernick • (215) 750-7797 • SteveW@4EVERGroup.org
3300 Neshaminy Blvd • # 562 • Bensalem • PA • 19020-1777

The 4EVER Group Presents

VIDEO 07

EVENT VIDEO CONFERENCE AND TRADESHOW

JODI HARRIS RECOMMENDED READING LIST:

Thank you for attending my seminar on “MORE NETWORKING – MORE MONEY” at the 4EVER GROUP in Jacksonville, FL. I hope you learned a lot about how import networking can be for your business and about getting the word out.

As promised here is the recommended READING LIST that I feel are great business books. I’ve also included a networking tip that wasn’t in the seminar!

HERE’S ANOTHER GREAT NETWORKING TIP:

THE GREATEST GIFT YOU CAN GIVE SOMEONE IS THE GIFT OF KNOWLEDGE. I RECOMMEND THAT YOU GIVE A BOOK AS A GIFT TO SOMEONE AND SOMEWHERE ANYWHERE IN THE BOOK WRITE A NOTE LIKE THIS ‘HOPE YOU ARE ENJOYING THE BOOK SO FAR, CALL ME WHEN YOU GET TO THIS PAGE AND WE’LL DO LUNCH’. THIS IS A GREAT BECAUSE IF THAT PERSON YOU GAVE THE BOOK TO COMES UP TO YOU AND SAYS “I LOVED THE BOOK YOU GAVE ME IT WAS GREAT”, YOU KNOW THEY ARE FULL OF IT BECAUSE IF THEY DID READ THE BOOK YOU’D BE TAKING THEM TO LUNCH.

BOOKS:

“The Art of the Business Lunch”	Robin Jay
“Never Eat Alone”	Keith Ferrazzi
“The Like Ability Factor”	Tim Sanders
“The Fred Factor”	Mark Sanborn
“Book Yourself Solid”	Michael Port
“The Fine Art of Small Talk”	Debra Fine
“Little Black Book of Connections”	Jeffrey Gitomer
“The Art of the Shmooze”	Bret Saxon & Steve Stein

ASSOCIATIONS:

National Association of Catering Executives (NACE):

NACE is the oldest and largest professional association that addresses all aspects of the catering industry. There are 43 NACE chapters with new chapters in development. If you want to NETWORK with the catering managers of hotels, country clubs and off premise events, this is the avenue for you to start. Membership information as well as a listing of all the NACE chapters can be found on: www.nace.net

International Special Event Society (ISES): *The International Special Events Society is comprised of over 4,000 professionals in over 35 countries representing special event producers (from festivals to trade shows), caterers, decorators, florists, destination management companies, rental companies, special effects experts, tent suppliers, audio-visual technicians, party and convention coordinators, balloon artists, educators, journalists, hotel sales managers, specialty entertainers, convention center managers, and many more ... www.ises.com*

Meeting Professionals International (MPI): *Professional membership organization for corporate, association, and independent meeting planners suppliers to meeting planners are welcome. www.mpiweb.org*