

## The experiences of a business networking guru

Will Kintish, considered to be a world authority on business networking, will be speaking about the Kintish Experience at a seminar to be held at the Westin Dragonara Hotel on February 16 between 9 a.m. and 5 p.m.

Although it is also an essential tool for personal social enrichment, networking is dreaded by most people. The subject has become one of the most discussed issues in the business world today because networking is held to be vital for the growth and survival of any business. Having a good product or service to sell means nothing if one cannot garner the potential clients to whom to sell it.

Mr Kintish has run over 3,000 hours of business networking training and made presentations to over 30,000 people. He goes beyond the "join a golf club" and concentrates on what to do after, how to follow up leads and, especially, how to sell oneself first, before one sells one's product and/or service.

George Farrugia, a director at MGI Finconsult Ltd, counts himself lucky to have gone through the Kintish experience whilst on a conference in Brussels two years ago. Discussions about a possible presentation in Malta soon followed, but with Mr Kintish's busy schedule it took 24 months to find a slot in his diary.

The main aim of the seminar is to help delegates become more confident and effective business networkers. It will also ensure that delegates leave every event with a potential business opportunity, revealing to them how to raise their profile and meet more people.

To learn more about what business leaders have to say about the Kintish experience one can visit his website at [www.kintish.co.uk](http://www.kintish.co.uk) Attendance at the seminar will be limited and acceptance is on first-come-first-served basis.

For more information one can contact the secretariat at [seminar@mgimalta.com](mailto:seminar@mgimalta.com) or call on 2180 2044/9949 3668.

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