



Power Networking Optimization Algorithm Developed for the Greater Indianapolis Chamber of Commerce

July 3, 2006 JumpStart Point of Arrival is helping to take the randomness out of networking by using advanced analytics to optimize each attendee's Power Networking exposure!

At a Power Networking event, each attendee rotates through four tables of ten individuals each, and at each table is given two minutes to discuss his or her business, distribute business cards or flyers, and answer questions. The end result is that each participant has gained exposure to as many as 36 businesses in scarcely more than an hour!

After each rotation has finished, participants change tables. Attendees could, of course, wander around the room in an attempt to find a table where no one they recognize is seated. But as you might imagine, this can be exceedingly difficult to do.

JumpStart Point of Arrival, working in conjunction with the Greater Indianapolis Chamber of Commerce, has developed an algorithm to remove all this guesswork! "Jump Start Point of Arrival has helped our Power Networking events tremendously," says Bob Hartland, senior vice president of membership and operations, Greater Indianapolis Chamber of Commerce. "It allows our members to maximize the number of contacts during these structured events."

As each attendee enters the event, he or she will be provided a seating arrangement for the four rotations. All he or she must do is follow the table numbers to guarantee placement with as many different individuals as possible, thereby taking full advantage of networking opportunities!

Does this mean no one will ever see a familiar face at the table? Unfortunately, no, but as you might guess, the more participants there are, the less likely it is. JSPOA and the GICC join in encouraging you to invite your friends and colleagues, and experience firsthand the excitement of Power Networking!

JumpStart Point of Arrival, LLC, a Gold Member of the GICC, was founded by a team of highly educated professionals whose core strengths lie in strategic planning, data integration, and scientific analysis, including database marketing, business analytics, and risk management. Headquartered in Indianapolis, the organization takes great pride in its capacity to connect the worlds of science and business. The enthusiasm and diligence evident in their efforts has secured a reputation for integrity, speed, simplicity, and accuracy. JumpStart currently services a wide array of clients within the direct marketing, non-profit, and higher education industries. To learn more about how JumpStart can assist you in propelling your business toward its ultimate point of arrival, please contact us directly at (317)777-1995 or via email at contact-us@JumpStartPOA.biz.