

The logo for WordCamp Phoenix 20 is a 3D-style graphic. It features a yellow rectangular top section with the text 'WORDCAMP' in large, bold, white, block letters with a black outline. Below this is a blue section with a pattern of orange dots. The left side of the graphic is a purple 3D effect with diagonal lines. The entire logo is set against a dark grey background with various geometric shapes and patterns.

WORDCAMP
<PHOENIX 20>

The Art of Networking

Francesca Marano

#WCPHX



Ciao! Sono Francesca

- WordPress Community & Partnership Manager at SiteGround
- Release Co-Lead WordPress 5.3 and 5.4



Profession: networker

A Story

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Europeans in America

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A partnership is born

SiteGround

WORDPRESS HOSTING





Why Networking

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A Challenge

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Our Industry

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We Are Creatives

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We Are A Community

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We Are Professionals

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We Are Multicultural

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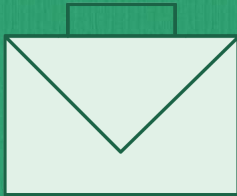
What You Need

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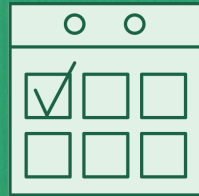
 @FrancescaMarano

Mindset

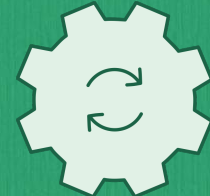
Preparation



Your Business



The Event



The Ecosystem

Business Cards

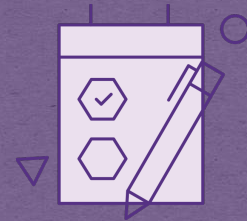
Approach



By Chance



Semi-planned



Pre-planned



A Step by Step Guide

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Small Talk

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Introduce Yourself

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...And you are?

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Hi (their name)

Icebreakers



Where are you from?



Is this your first WordCamp?



How are you enjoying the conference so far?



What was your favorite talk?

So, what do you do for a living?

The Golden Ticket



Follow Ups

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Categories

Another Story

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My First WordCamp

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“ We heard about you ,”

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“You’re hired,”

The background is a solid teal color. It features several decorative elements: a blue dotted circle in the top left, a white triangle pointing down, a yellow horizontal line above the main text, a white circle with a comma in the top right, a green dotted shape with a blue arrow pointing right, a green dotted shape in the bottom left, a white dashed line forming a loop, a white triangle pointing down, a white dashed line curving across the bottom, and a white Twitter bird icon in the bottom right.

Try it, it's good!

#WCPHX

 @FrancescaMarano



Let's continue the conversation

Francesca Marano

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Where to find me next:

WordCamp Europe

SiteGround Booth, Hallways,
After Party

Online

Twitter: @FrancescaMarano
Slack: francina

In Person

Probably a WordCamp near you
WCUS for sure

