



# Business Networking Made Easy

**B**usiness networking activity at Auto Vino is a unique and well-ventilated event facility for business people and entrepreneurs to meet person-to-person to form business relationships to act upon business opportunities, share information, and seek potential partners for ventures.

Business networking is a way of leveraging your business and personal connections to help you bring in new customers or vendors. There are multiple types of networking groups, though, and the best example for each individual varies depending on the business they are in and the prospects they want to meet.

Many businesses use networking as a critical factor in their marketing plan. It helps to develop a strong feeling of trust between those involved and play a big part in raising the profile of a company. "Schmoozing" or "rubbing elbows" are expressions used among business professionals for introducing and meeting one another in a business context, and establishing business rapport.

