

## Speed Networking: Transforming the Way Businesses Connect

Glue Up is transforming the way business professionals connect with its new, game-changing Speed Networking Tool. The current pandemic has left many organizations rethinking their current business development strategies. Businesses and member-based organizations that rely heavily on networking events to engage with others are scrambling to find innovative ways to connect. Glue Up's Speed Networking gives organizations the ability to connect, engage, and grow their businesses quickly and efficiently by giving professionals a fully immersive virtual networking experience recreating the meaningful aspects of face-to-face networking, without current safety limitations.

Glue Up's Speed Networking feature employs a fast-paced event setting where all parties are actively looking to connect and build professional relationships. It is a perfect way to introduce members of your organization to each other and give them the opportunity to find potential new business contacts, clients, members, leads, or jobs.

The Speed Networking feature also gives businesses the ability to monetize events once again by allowing time to thank and highlight sponsors and/or patrons. Companies who are accustomed to revenue flows from hosting events can monetize their Speed Networking events.

During a speed networking event, the host welcomes attendees, presents the event format and rules of engagement, and thanks any event sponsors and patrons. The host then starts the clock and the fun begins. Within seconds, each participant is connected to another professional in a private, one-on-one virtual networking session where they can share virtual business cards, take meeting notes, and even schedule a meeting after the event. When the session time runs out, the participant will see the timer tick down until another professional appears on their screen. This process repeats for the remainder of the event.

“Glue Up’s new tool is truly the future of networking and building business relationships,” concluded Schmidt. “Our world is fast and changing daily; we have to move just as quickly to adapt to the new business climate. The old tactics are simply not going to work anymore.” “There is no other tool that functions like this on the market,” said Eric Schmidt, CEO and co-founder. “We expedited the roll-out of this new product knowing that one of the biggest challenges organizations were facing is more than just how to connect and interact, but how to network with other business professionals and build their businesses when face-to-face interaction is limited.”

For more information on Speed Networking, visit [Glue Up’s site](#).