Conference Follow-Up Sequence

A day-by-day plan for the month after a Web3 conference or event (a crypto or blockchain gathering). Use it so the people you met become real conversations, not a stack of unread cards. Use it for every contact you want to keep.

Day 0 Write down your notes before you sleep.

Day 1 Send a personal note with one next step.

Day 3 Keep your word, then follow up once.

Day 7 Invite priority contacts at a set time.

Day 14 Share something useful — do not repeat the pitch.

Day 30 Move warm leads into your usual follow-up list.

Day 0 BEFORE YOU SLEEP

- [ ] Write down their name, project, handle, what you actually talked about, and any promise you made.
- [ ] Photograph the card or record a short voice note if you cannot type it up on the floor.
- [ ] Star the handful of people you must not lose. A short, strong list beats a full stack of cards.
- [ ] Send a same-night note only if the conversation went well and you have a real reason. Otherwise wait for Day 1.
- [ ] Put cards, notes, and photos in one place so nothing lives in a jacket pocket.

Day 1 THE PERSONAL NOTE

- [ ] Send a short message that mentions the actual conversation, not a generic “great to meet you.”
- [ ] Include one clear next step: a 15-minute call, a one-page note, or a specific introduction.
- [ ] Connect on X or LinkedIn with a short note, not a request with no context.
- [ ] Send anything you promised on the floor — an introduction, a link, or a name — the same day.
- [ ] Log the contact in your tracker the same day.

Day 3 KEEP YOUR WORD, THEN NUDGE

- [ ] Send any outstanding introduction or file today. Do not wait for them to reply first.
- [ ] If there is no reply, send one short follow-up. Repeat the same ask, and include something useful.
- [ ] Do not add a second ask in the follow-up.
- [ ] Move poor-fit contacts off the priority list.

Day 7 A SPECIFIC INVITATION

- [ ] Follow up a second time only with high-priority contacts.
- [ ] Offer a clear time window for a call, rather than “let me know when you’re free.”
- [ ] If they said they would be traveling or catching up after the event, this is the time to follow up.
- [ ] Update the tracker: replied, booked, waiting, or closed.

Day 1 note skeleton

Good to meet you at [event]. I enjoyed talking about [the specific topic]. As promised, [the thing you are sending]. If it is useful, I would like [one next step] — [two time windows] work on my side.

Mention the actual conversation. Send the promised item in the same note. Ask for one thing, not three.

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Day 14 SHARE SOMETHING USEFUL, NOT A REPEAT PITCH

- ☐ If you have something useful to share, send it: a relevant introduction, a short update you mentioned, or a note on something you discussed.
- ☐ Do not paste the same pitch again.
- ☐ If they are not a fit, close politely and leave the door open.
- ☐ Book or confirm any call that is still open.

Day 30 MOVE THEM INTO YOUR USUAL FOLLOW-UP LIST

- ☐ Move remaining warm leads into your usual follow-up list.
- ☐ Send a last “still here if it’s useful” note only where you have a real reason.
- ☐ Thank anyone who made an introduction or a useful connection.
- ☐ Review the event: who turned into a real conversation, which rooms were worth it, and what you will do differently next time.
- ☐ Clear leftover maybes so the list is honest before the next conference.

Contact log — fill this in on Day 0 and update it as you follow up.

NAME	PROJECT	WHERE YOU MET	PROMISE MADE	LAST TOUCH	NEXT STEP	DATE

Event recap — fill this in on Day 30 so the next conference starts from a real review, not a pile of cards.

Event / dates _____

Rooms that were worth it _____

People to thank _____

Do differently next time _____