

3 Steps to Throwing A Great Tweet-up

Tweet-up: when people following each other on Twitter meet in real life.

Now we have all heard of the tweet-up, and the truth is it gets a bad rap in most places. Why? Well it usually end up being a group of the technophiles in the area that aren't exactly prospective clients. So how can we throw tweet-ups that bring people together to help make us more money with our business and build valuable relationships?

1. Focus

When it comes to a tweet up, it is all about quality over quantity. For example I was able to throw a tweet-up in Chicago two weeks ago while I was in town for the InsideCouncil Superconference. This was a perfect place to have a focused tweet-up with general council, lawyers, lawyers coaches, and other people in my industry all in the same building. I was able to meet prominent bloggers like [Reese Morrison](#), [Ed Post \(the mysterious man behind Blawgreview\)](#), and a number of others - including [Karen Carielo](#), one of the organizers of the event. It was all orchestrated over Twitter, with personal reminders to people as I met them throughout the conference.

2. Find

How did I find people that were interested? I started by setting up some searches. I used [tweetdeck](#) to search, but you could really use [search.twitter.com](#) or any other search to monitor people talking about the event. Each time somebody mentioned the Superconference, I sent an @reply to the person and suggested they join in for the tweet-up. Did they ALL come? No, but many of them did. They are at a conference- what else is there to do? We all met up for drinks at the hotel bar. It was a huge success, and I have kept in touch with a number of the participants since then.

3. Free

This is my favorite part of the tweet-up, everyone pays for their own drinks. Its really just like online social media. The only cost is your time. So give it a try, the next conference you attend, or the next time your in a big city- throw your own tweet-up. If anybody has any other pointers on throwing tweet-ups, please share them.