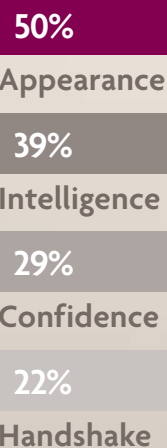


HOW TO MAKE A GOOD FIRST IMPRESSION IN BUSINESS

Research has shown how important it is to make a **successful first impression in business**

More than **TWO THIRDS** of people think a **sense of humour** is **crucial to making a successful first impression** in a business meeting

People in the UK also thought **these qualities were crucial** in making a **good first impression**:



More than **1 in 3** people will **google you before meeting you for the first time (36%)**

Other things people would **check before meeting a new business person for the first time**



74% of people think meeting **face to face** is the **most successful way to conduct business**

35% of the UK **do not do anything to prepare** for an important **first business meeting**

Jez Rose, Business Behaviour Expert offers guidance on **creating a positive first impression**

First impressions come but once

You'll never be able to get your first impression back, so for especially important introductions it's worth practising, or at least running through in your mind how you will...



behave on the day
talk to people
be remembered



For more top insights and tips to make a positive first impression, guests will be able to watch a short, specially created film, visit crowneplaza.com/youfirst


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HOTELS & RESORTS