

## Connecting Through Conversations (WIB-CTC) Q&A

### How does the WIB-CTC program work?

Enrolled members will be paired randomly with another member. Each pair will find a time for a conversation – virtually, or in person if you're able to do so. New matches will be sent quarterly, allowing members to continue to engage and expand their networks. The program will culminate at Marketplace.

### Is this supposed to be a one-time meeting with each connection?

It can be, but we hope that you and your connection will want to continue your conversations even after you get your new matches in future quarters.

### What do we talk about?

That's up to you. We've got some conversation starters if you need help.

### My schedule's pretty full. What's the time commitment?

One of the perks for one-on-one conversations is that you only have to coordinate two schedules. *May we suggest a WIB Wednesday meetup?* You decide the length of the discussion and how often you can meet.

### Who should participate?

All WIB members! Whether you're new to the industry or are an ABA veteran, we hope you'll join in. Everyone has something that they can offer, and everyone has something they can gain. *Not a WIB Member?* Join today at [bit.ly/wib-enrollment](http://bit.ly/wib-enrollment).

### How does this differ from Marketplace appointments?

These discussions are **not** intended to be sales/business meetings, but rather a chance to get to know other members beyond the appointment tables and trade show floor. It may lead to new business, but that should not be the focus of your initial conversations.

### What if I already know my match?

Chances are that you may be paired up with someone you know. But – how well do you really know them outside of meetings and mingling at conferences? This is an opportunity to get to know the **person** and not just the **representative** of their company.

### How do I join?

Registration is quick and easy. Sign up at [bit.ly/wib-ctc-enrollment](http://bit.ly/wib-ctc-enrollment) by **Wednesday, May 8**. You will be contacted on/around May 15 with your match and then you're good to go.

### What if I miss the May 8 deadline or am new Women in Buses?

You can still sign up and you'll be added to the mix for the next quarter's matchup.

For additional questions about WIB-CTC, contact Hannah Oliver at [oliver@visitloudoun.org](mailto:oliver@visitloudoun.org).