

Business Cards - Why Bother?

1. Executive Summary

In 2024, networking has evolved into a hybrid model, combining the ease of digital interactions with the authenticity of in-person meetings. Business cards remain a key part of establishing lasting connections, with both physical and digital options enhancing professional reach. Designing high-quality, memorable cards and distributing them strategically during meetings and events builds your professional network, keeping you in people's minds for future opportunities. To maximise networking impact, organise and follow up on new connections, transforming initial meetings into long-term business relationships.

TLDR: The Key Points

- *A good business card is a good investment - think high quality, colour and shape to show your branding.*
- *Consider integrating digital options*
- *Always handle cards with respect*
- *Process and follow up promptly*
- *Contact Chartwell to find out more*

2. Context: Networking in the Post-Pandemic World

In the post-pandemic networking landscape, there is a shift towards a hybrid model where digital convenience complements the value of in-person meetings. While virtual meetings have gained popularity, with most professionals now utilising platforms such as LinkedIn and Zoom to maintain professional connections¹, in-person events are making a significant comeback as we seek more personal and meaningful connections. Although there is some debate around the place of business cards in the future of networking², the value of a good business card in building a resilient network far-outweighs the cost of the cards, with an approximate sales increase of 2.5% per 2000 cards handed out³.

¹ Harvard Business Review, 2024, [Hybrid work has changed meetings forever](#)

² Medium, 2024, [Let's talk business cards in 2024: are they still relevant?](#)

³ Small Business Rainmaker, 2022, [Are business cards dead or are they still relevant?](#)

3. Distributing cards to capture interest

Designing a memorable business card

A business card is an opportunity to create a physical first-impression that a potential client can take with them. When designing your card, consider high-quality finishes such as thick or layered card stock, textured finishes, shape, and use of colour. A quality card indicates a quality business, with research finding that 72% of people form judgments about a company based on the quality of its business card⁴. Take the time to design a card that reflects your branding and aspirations, with plenty of white space for handwriting any personal details you want to include.

Digital options

Digital business cards can offer additional versatility and interest, enabling you to link to professional or social media profiles, company websites, or even introductory videos, enhancing networking efficiency and reach. Including QR codes or Near-Field Communication (NFC) technology allows recipients to instantly save your contact details with a simple scan or tap of their phone, streamlining the connection process and eliminating the need for manual entry. It is worth noting that while NFC business card use is expected to grow over the next decade, not all individuals will have the appropriate apps to receive your digital card or may have data privacy concerns⁵, so it is still beneficial to carry physical business cards for distribution at this stage.

Distributing your card

When distributing business cards during in-person meetings and conferences, preparation and timing are essential. Always ensure you have a dedicated cardholder filled with plenty of cards, making them accessible and well-protected to maintain their condition. Before attending an event, research the attendees and the focus of the



⁴ Tapni, 2023, [The top business card statistics you should know in 2024](#)

⁵ Business Research Insights, 2024, [NFC Business Cards](#)

conference to tailor your networking approach effectively. When meeting a new contact, try to engage in genuine conversation before offering your card - this builds rapport and makes the exchange feel more natural rather than transactional, and will help you be more memorable.

Considering the cultural setting

Understanding cultural etiquette around business cards is essential for successful international networking. In many Asian cultures, it is customary to both present your card with both hands and receive with both hands, taking the time to read the recipient's card⁶. Handling a card disrespectfully can negatively impact first impressions of your business, so consider the cultural context of your card exchange to demonstrate your respect, helping you build stronger professional connections.

4. Growing your network

So, what do you do when you receive a business card? When being handed a card, acknowledge receipt with your full attention and handle the card respectfully - this is a representation of someone's business, don't just shove it straight into your pocket. To maximise your professional network, process the information received promptly once you're back in the office. For those that



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prefer to keep the hard-copy card, transparent card organisers can help you organise your cards, chronologically or by business type. Find your contact on professional networks such as LinkedIn and connect with a personalised message thanking them for their time in meeting with you. You could also add their details into your CRM or customer database for future reference, along with any notes (what was the name of their PA, did you notice the way they take their coffee or their favourite sports team?).

⁶ Moo, 2024, [Business card etiquette around the world](#)



5. Chartwell's Recommendations for Businesses

Business cards are still in, with creative, high-quality cards being a great way to build professional connections. Keeping in touch with your contacts to grow your network is the next stage, so remember to promptly process your information and remember to check in with your contacts to see how you can work together in the future. Chartwell Consulting is happy to help build your business connections and investor database - reach out for a conversation.

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