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by Semrush Spotlight



Conversation Starter Cheat Sheet

Spotlight is where conversations turn into real opportunities. This cheat sheet gives you ready-to-send chat messages for the event app and ready-to-say openers for the day.

Use these conversation starters to kick-start a discussion where you can compare notes, get insights, and (most importantly) ensure you **leave Spotlight with high-impact connections** you can help and who can help you.

Before Spotlight

Start networking early via the event app. Make sure to set up your networking profile with a photo, short bio, and the topics you're interested in, before reaching out to others via the chat.

Try to add a detail about yourself—where you're from, what you're working on, or why you're attending. It makes your message feel genuine and gives people an easy way to respond.

Here are some templates you could use:

Hi [Name], nice to connect! I also work in [content strategy] and it's always nice to connect with others in the field. Would you be open to meeting for a quick chat during one of the breaks?

Hi [Name], nice to e-meet! I'll be traveling from [London] on the 28th. I see you're also based in [the UK], would be great to meet a fellow [Brit] at the conference—would you like to meet up during one of the breaks?

Hi [Name], great to connect! I'm struggling with [topic] this year. It looks like that's your expertise—could I grab 10 minutes of your time at Spotlight to exchange ideas?

Hi [Name], happy to connect! I'm planning my Spotlight agenda now and I'd love to meet some new faces in [role/industry]. Would you like to meet up for a coffee in one of the breaks?

Hi [Name], I saw you're also interested in AI in marketing. Same here. Would you like to catch up sometime during the event? (I'm also traveling to Amsterdam early in case you're going to the pre-event party).

Hi [Name], I saw you're with [company]. I've followed some of your recent work [give example or details], so it'd be great to say hello in person in Amsterdam. Want to meet up during the first break?



At Spotlight

The best ice breaker for an in-person conversation is to lead with your name and ask an open-ended question.

This gets the conversation started and avoids yes or no answers, the “so what do you do?” trap, and accidental pitching. Plus, the other person will naturally have a chance to introduce themselves later, once the conversation gets going.

Here's some practical ways you can do that:

At the pre-event party:

- Hi, I'm [Name]. Where did you travel in from?
- Hi, I'm [Name]. What are you most excited about tomorrow?

Joining a small group:

- Hi, I'm [Name]. Mind if I join you? Are you talking sessions or strategy right now?
- Hi, I'm [Name]. Mind if I grab a spot? What has been most useful for you so far?
- Hi, I'm [Name]. I work on [area]. What's stood out for you all so far today?
- Hi, I'm [Name]. I work on [area]. What are you hoping to catch next?

Coffee or lunch area:

- Hi, I'm [Name]. What has been your biggest takeaway so far today?
- Hi, I'm [Name]. Are you here more for learning or for meeting people?

At the post-event party:

- Hi, I'm [Name]. What was your highlight today?
- Hi, I'm [Name]. What are you taking back to your team from today?
- Hi, I'm [Name]. After today, what will you try first when you are back at work?

Walking up to someone:

- Hi, I'm [Name]. First time at Spotlight? (Me too!) What have you got on the agenda?
- Hi, I'm [Name] from [Company]. What are you hoping to get from the day?
- Hi, I'm [Name]. Which topic are you most keen to dive into today?
- Hi, I'm [Name]. What made you decide to come to Spotlight?

Seated next to someone (before a session):

- Hi, I'm [Name] for [Company]. What made you choose this session?
- Hi, I'm [Name]. What are you hoping to learn in this one?
- Hi, I'm [Name] from [Company]. Any must-answer question you are bringing to this session?

Spotting a clue on their badge (company, role):

- Hi, I'm [Name]. I saw [Company] on your badge. What challenges are you dealing with at the moment?
- Hi, I'm [Name]. Fellow [role]. What is top of mind in your work right now?
- Hi, I'm [Name]. I saw [Role] at [Company]. What are you focusing on this quarter?
- Hi, I'm [Name]. I work with [similar companies]. How are you managing [specific challenge] this year?

After Spotlight

Conversations turn into relationships only with follow-up. Reach out via LinkedIn or email within a few days after Spotlight, while your discussion is still fresh. Remind them where you met, share one useful thing, and propose a clear next step.

Here's some examples:

Great to meet at the Spotlight coffee bar! Your point on [topic] stuck with me. Here's the resource I mentioned: [link]. Up for a quick call next month to keep in touch?



Hi [Name], great meeting you at Spotlight! We talked about [topic] and I think my main takeaway was [insight]. Open to a 15-minute exchange next week? I can do Tuesday morning or Wednesday afternoon CET.



Hi [Name], I was thinking more about our conversation on [topic] from Spotlight. I can connect you with [person] at [Company] who solved a similar problem. With your ok, I can make an intro on LinkedIn if you'd like?



 **Be the marketer who starts the talk, offers value, and makes it easy to continue. Build the network you want to work with. You can do this.**

