

[Net-wurk- ing] - noun

1. A supportive system of sharing information and services among individuals and groups having a common interest.

Networking Tips

How to prepare for the next career event you attend

Before the event

- 1) Think about your purpose in attending the event. What companies or individuals do you want to meet? What do you wish to learn about them or from them?
- 2) Research the specific companies attending the event:
 - What are some job titles at their company? What are their requirements?
 - What attracts you to this company?
 - How does your background and education match?

Create Your Self-Introduction (aka "Elevator Pitch")

Create your "elevator pitch", a 30 second snapshot of your education, work experience and goals. Discuss your major, year in school, jobs, internships, career interests, and activities. What makes YOU stand out? New technology? A recent internship? A leadership role in a student organization? Specific skills and knowledge? *Focus on how you can benefit the employer.*

Examples:

"Good morning, I'm Bryan Sampson, a former summer intern at your LA branch. I worked with the enterprise software team " [Career Fair]

"Hi, my name is Tina Lee. I'm glad to have this chance to meet you and learn how a psychology major can break into the pharmaceutical industry. " [Employer Information Session]

"Hello, my name is Celia Delgado. I'm a junior in electrical and electronic engineering looking to find out what it's like working for a utility." [Networking Event]

Non-Verbal Communication

- 1) Smile, it opens a door to other people (Dale Carnegie).
- 2) Maintain eye contact.
- 3) Handshake must be web-to-web, not a finger handshake
- 4) Be mindful of your hands. Keep them at your sides and avoid big gestures.
- 5) Affix your name tag to the right side of your chest.

Meeting and Greeting People

- Remember, many people feel as apprehensive as you at the event.
- Use an honest opening line, like "Excuse me, I hope you don't mind me coming up to you like this but I don't know a single person at this event."
- Be a good listener. Use the 80/20 rule—listen about 80% of the time and talk only about 20% of the time.

Ask open-ended questions—you can ask questions related to your career field, current events, books, movies, or sports.

- Read the latest local news - many potential topics of conversation can be gleaned this way.
- Consider creating business cards and bringing them to the event.
- When someone gives you a business card, take a good look at it before putting it in your pocket or purse.

Dress for Success

Remember, first impressions are lasting impressions!

- You should look professional when meeting with professional recruiters.
- Wear neutral colors.
- Avoid heavy perfume or cologne.
- Keep jewelry to a minimum.

After the Event

Consider sending "Nice Meeting You" emails to those you met or those with whom you exchanged business cards. If it seems appropriate, consider requesting to link with them on LinkedIn. Take some notes regarding the companies or opportunities you want to pursue.



Additional Resources

<https://www.youtube.com/watch?v=O6U9OGpvV78>—PWC Elevator Pitch

<http://tinyurl.com/netwk> Networking in a Nutshell, by Todd

Lempicke <http://www.debrafine.com> Debra Fine - Small Talk Expert

How to Win Friends and Influence People, by Dale Carnegie