

LEARN MORE ABOUT:

NETWORKING: CREATING MEANINGFUL PROFESSIONAL CONNECTIONS



WHY IS RELATIONSHIP BUILDING IMPORTANT?

- Leaves a lasting impression
- Makes the experience more enjoyable
- Increase your sense of worth and belonging
- Fosters an inclusive work environment
- Builds your professional network
- Opportunity for Growth
- Learn from others
- Access to resources



TIPS FOR NETWORKING EVENTS

- Quality over Quantity
- Listen more than you speak
- Body language speaks. Both verbal and non-verbal communication is important; eye contact, smiling and good posture.
- Carry tissues and small mints in your pocket
- Debrief after event
- Be honest, informed, practical, practiced and reciprocal
- Dress professionally & for the job you want.
- Research and review the list of employers that will be attending. Learn about the industry.
- Review and update your resume with your most current accomplishments. Book an appointment via OSCARplus to have your resume reviewed by a Career Resource Coordinator.



PREPARING FOR AN IN-PERSON EVENT

Know Yourself. If you're comfortable walking up to strangers who are already connecting with others, do so. If walking into a room of 100 people is overwhelming, consider setting goals such as introducing yourself to 1 or 2 people.

Be Yourself. Networking events are meant as jumping-off points for relationship building. Don't try to be the person you think others want to meet. Be genuine. The people you connect with when you are authentic are the ones you'll want to stay in touch with.

Prepare questions to ask the employer and show that you engaged:

- How did you get into this field?
- What projects are you working on right now?
- What are the key competencies required to be successful in this line of work?
- What are the soft skills that are important for a successful candidate to possess?
- What are the recruitment times for this company, and what is the best method to apply?

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PREPARING FOR AN IN-PERSON EVENT CONTINUED

Craft the perfect 30 second elevator pitch FOR YOU. This is a “snapshot” of you that the representative can use to understand who you are, what you do, what you are looking for, and your interest in the company. Type this out in advance and tailor to each company.

“Hi, my name is Peter Parker. I’m a student majoring in engineering design and I’m seeking a co-op position starting January for 8-months. I have an interest in designing and testing, which aligns well with your Design Engineer Intern position. I have completed several mechanical engineering projects throughout my courses. Last summer I did an internship with XYZ Company where I designed prototypes, conducted testing, and prepared summary reports. I think ABC produces a lot of great products and I’m very interested in [Agricultural equipment]. I would appreciate it if you would review my resume and consider me for an interview.”



DURING THE EVENT

- Walk around and get used to the environment
- Listen. Observe. Critique other students’ questions and answers
- Take notes. You probably won’t remember the important details of every conversation
- Connect with employers you are very interested in working for LAST
- Ask great questions
- Explore other organizations that may be of some interest to you.
- Get some free swag and thank the employer for them, do not just take
- If you feel that you had a really great conversation with an employer, then go back to them.
- Start a conversation Find something you have in common. Learn about the person’s passions



AFTER THE EVENT

Follow up. A few days after the event, send follow-up emails to anyone you met that you’d like to continue networking with. Make sure to personalize each email, letting each person know you enjoyed meeting them and mentioning something that you talked about.

A tip: One of the quickest ways to stop a connection is to send someone a generic LinkedIn invite.