Networking to Your Advantage - Maximize Your Connections Time!

**Why Network?** *Because it provides a two-way opportunity for you to get to know prospective employers, and for them to learn more about you.*

**Tips for Students at Networking Events:**

- Prior to the event, try to “pre” connect with some of the participants via LinkedIn.
- Arrive a few minutes early, so you’ll have time to catch your breath and collect your thoughts.
- Present a polished, professional image – this requires a little planning ahead.
- Take the initiative and introduce yourself to someone you don’t know. Incorporate parts of your personal branding speech into your introduction, but try to keep it conversational, so you don’t come across as too rehearsed.
- When they tell you their name, reply with “It’s great to meet you, (their name)!” Repeating their name throughout the conversation will help you remember it.
- Shake hands firmly and confidently and be sure to maintain direct eye contact.
- Have a dialogue—make sure you are conversing with the individual.
- Work the room—don’t stay in one area the entire time or “hang” only with people you know.
- If food is offered, eat something, if only a bite or two - it shows you are comfortable at the event.
- Observe your surroundings—how are others moving around the room? What is the engagement level with students and professionals?
- Offer your résumé appropriately—don’t give it immediately, but rather as you chat, asking: “would you be interested in reviewing my résumé?”
- Be sure to write down the names of the individuals you meet as soon as the event is over. Better yet, ask for business cards and offer yours, if available.
- Send follow-up emails— write properly, PROOF CAREFULLY, and send strategically (within 24 hours).
- Ask strong questions—preparation is important, so be sure to put your “homework” to good use.
- Communicate like the professional you want to be!

*Networking is about positive connections, so make sure you use the session productively!*

*Good luck with your professional networking strategies!*