

Network Like a Pro

Networking is all about connecting with others. You're not asking for a favor or a job, but instead you are learning from their experience, asking questions and seeking advice. **Office of Career Education Networking events** gives you the chance to interact and build relationships with employers from various industries that are specific to YOUR interests. **70-80% of all jobs are found through networking** and getting to know people in your field of interest is vital to your internship and full-time job search.



Tip #1: Identify Your Interests and Network with Purpose

Identify what type of work motivates you. Having a genuine interest in a particular field will help you communicate your passion to individuals in that field. **Sign up for an Office of Career Education Networking Event that matches your career interests.**

Tip #2: Research the Organizations That Will Be Attending

Prior to the event, students can review the organizations that will be attending by reviewing their KNS registration in **Handshake** <http://arcadia.joinhandshake.com/>. Take the time to review the organizations' websites and learn background information. If you conduct a little research before the event, you will feel better prepared to discuss the organization with employers and will impress them with your **knowledge of the organization and understanding of their values.**

Tip #3: Edit Your Résumé and Review It Prior to the Event

OCE offers résumé critiques by appointment or you can stop by during **Express Advising with our Career Peer Advisors.** Additionally, in preparation for the networking night **review all of your accomplishments** on your résumé as potential speaking points. Express Advising for résumé help is offered in Knight Hall Suite 100. Visit www.arcadia.edu/cpas availability of Express Advising.

Tip #4: Practice your Elevator Pitch

An **elevator pitch** is a brief and persuasive speech that allows you to "sell yourself" to an employer in 30-40 seconds. A good elevator pitch focuses on your work/internship experience, background skills, accomplishments and goals. Try to touch on "the past", "the present" and "the future." Practicing your pitch out loud before the event allows you to smoothly answer the question "Tell me about yourself." Fill out the back of this handout with your elevator pitch to practice.

Tip #5: Dress for Success

Your first impression is always the most memorable and you want to display a professional look that is conservative and appropriate. The Office of Career Education Networking events will require **professional attire**. This means no jeans, sneakers or flip-flops!

Tip #6: Get Information, Ask Questions and Don't Dominate the Conversation

Networking may feel uncomfortable or seem nerve-wracking, however, try to remember that it is **just a conversation** between two individuals that are getting to know one another. **Remember to listen** as much as you speak to an individual; some enthusiastic networkers forget this and tend to dominate the conversation. Be self-aware that the conversation is give and take. Be prepared to ask questions to get to know the organization well and what they value in an employee.

Tip #7: Be Confident About Who You Are and What You Offer

Don't be afraid to discuss your accomplishments! This is your opportunity to sell your brand and **turn your conversation into an opportunity.** Highlight your skills and experiences to show how they may relate to the organization.

Tip #8: Be Genuine

Be yourself while you network. Individuals often feel they have to pretend to be something they aren't in order to impress an employer. Arden Pennell (Programs Director at Business Insider) suggests looking at networking as "an open space of possibility- you don't need to force something to happen." Show up and ask questions to see how you might fit into the organization's culture.

Tip #9: Get a Business Card or Contact Information

Finish your conversation with “I’ve really enjoyed speaking with you. Can I get your business card or contact information?” This is a great way to start to **build your network** and keep in touch with employers in the future.

Tip #10: Follow Up After the Event

Networking is **not a one-time thing**. If you are interested in an employer, you need to continue to make contact after the event to cultivate a relationship. Send individuals a thank you email after the event letting them know how much you enjoyed meeting them. **Personalize your note** and mention specific conversations you had at the event. Check in with the individual from time to time to ensure that they remember you!

Prepare: Develop Your 1 Minute Elevator Pitch

At the event you will need to introduce yourself

- Demonstrate that you know something about the organization (their industry, services etc.)
- Express why you are interested in the organization
- Be able to relate your background and skills to what you know about the employer’s needs
- Talking points include: your education, your skills, your career aspirations

Example 1:

My name is _____ and am a _____ major. My understanding is that your organization _____. I am very interested in _____. As you can see in my résumé I been involved with _____ at Arcadia. My most recent experience _____ has helped me to develop strong _____ skills which I would bring to your organization. I'd love to hear more about what you are looking for in candidates.

Example 2:

I am _____, a _____ at Arcadia University studying _____. I am very interested in learning about summer internships within _____. As a student at Arcadia, I have been very active with _____.

Write Out and Practice Your Elevator Pitch
