

Network to new Career Opportunities with the Ultimate Networkers Checklist

Your Network is the key to building Net -

marketing yourself. Networking is not a part

- ___ Find out who will be attending by utilizing social media #Hashtags and then connecting to likeminded professionals ahead of time
- ___ Contact people of interest long before the event, if an attendee or speakers list is posted to schedule a brief meeting or coffee
- ___ Do you have enough confidence to meet new people in new places?
- ___ Design professional business cards with easy to read contact information
- ___ Are you clear about your ability and the value you can add to others?
- ___ Have you measured your career goals against this event to maximize your time at the conference?
- ___ Are you sure this event is the best investment of time/money? If not reconsider your motives in attending
- ___ Is your LinkedIn profile a good reflection of your skills as a professional?
- ___ If asked, could you share an emerging trend in your industry?

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A Week Before the Conference -

- ___ What is your primary goal in attending this particular event? Can you state this in a single sentence for clarity and focus?
- ___ Study the posted conference list of speakers/topics and breakout sessions
- BBB : K L F K V S H P N K H W W D E E P E N 3 learning in an area you need most?
- ___ Which topics are most interesting or useful to me as a professional?
- ___ Map out the events each day of the conference to insure you have enough time for brief personal health breaks to stay refreshed between speakers
- ___ Study the event schedule to make sure you are in the right place at the right time. Schedules are available weeks ahead of events for your planning - use it
- ___ Who do you already know to meet for coffee during the event to catch up?
- ___ Scheduling time with people you may already know are attending will deepen those relationships while keeping you in a mindset of active connection
- ___ Who do you need to know to move forward in my career?
- ___ Prioritize the people, or type of people you would like to meet and be intentional with your time. Some connections are a minute, others longer. The more focused you

During the conference consider —

- ___ Push outside your comfort zone ±you never know who you might meet that may open up the door to places you could never get to yourself.
- ___ Your networking goal is to build relationships, not appear like an aggressive spammer. Ask questions. Be friendly. Stay curious
- ___ Model your professionalism by being polite and personable
- ___ Listen twice as much as you talk. Be engaged by acknowledging and responding to the conversation started by your new contacts
- ___ Introduce yourself to others in a professional and concise manner
- ___ Use the re-introduce strategy to help people recall your name, while you are intentionally repeating their name to learn it faster
- ___ Quickly learn names and memorable information about fellow attendees to remember their names and career focus. Make them your focus since everyone likes to talk about themselves if they believe you are interested
- ___ Eye contact is a genuine sign of attention and respect, so listen with your eyes
- ___ A firm handshake is still an appropriate greeting between new contacts in a business setting. Practice that yours is professional without being bone-crushing or crushing. It is inappropriate to hug people you do not know
- ___ Dress professionally. Better to be a little overdressed than too casual or sloppy, (especially for new job seekers). Be genuine
- ___ Wear comfortable shoes. These events are for walking/connecting ±not sitting
- ___ Elevator Speech (What Do I Do? What Do I Sell? What Do I Offer?) (The Elevator takes an elevator to go one floor) of data about my work in a concise interesting way
- ___ Have your business cards easily accessible and have a system to manage personal information on the cards you receive, (write information on the back of a business card, or use a post it, or digital note to manage specific information for more personal follow up)
- ___ Share your business cards wisely and strategically,



like to meet, instead of trying to connect to hundreds. Be intentional

___ Turn your cell phone off or to airplane mode to prevent distractions

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conference to recharge your phone ±you came to meet people

___ Utilize digital cards, CV or digital resumes for rapid follow up of career opportunities while at the conference,

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Post -Event Exercise - Who do you need to follow up with first?

Name: _____

Company: _____

Shared Interests: _____

Common Connections: _____

Questions or Advice to Ask: _____

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Job Change Strategy to use at Conferences and Events

___ Clearly define your objective. Why do you want to change jobs? Be clear and concise in your objectives to stay focused at events

___ Be mentally ready to make a change so you present as confident, not needy to those you may be meeting that could open up a new career door for you

___ Reach out to the people you already know will be attending the conference to start a conversation about your desire to make a job change

___ Tell friends, family and past coworkers of your desire to make a job change

___ Never share anything negative about your cD 107 /P.57 Tm8(a)49.6Bmplr d07 /P.57 Tm8(a)4

___ Many conferences have job posting boards on site, be sure to check those for prospective opportunities which may have just opened up

___ Have your resume updated and ready, (both paper versions and digital), but only share them when asked. Aggressively passing around your resume is not an effective strategy

___ Update your social media prior to the event then stay off social media during the event to focus on real relationships. Chatting with virtual contacts during the event is not as powerful as starting real conversations in real time

___ Asking others for opinions or advice is an appropriate conversation starter; asking people you do not know for a job is awkward and unprofessional

___ Many conferences have speed networking events. Sign up to attend since this may be an easier way to meet people because everyone at the event will be intentional about connecting.

___ Bring plenty of business cards to share with others when asked. Remember, other attendees business cards may be small or graphically printed on slick paper you cannot write on, so bring another way to capture key information about your QHZ FRQWDFW ULJKW DIWHU \RX PHHWTWVW KHRZT KIH ROG V D better th DQ WKH VWURQJHVW PPHRU\`

___ Have you checked LinkedIn or Twitter to see which contacts are most useful in your job search, and requested a brief meeting during the conference? A short direct message could open doors to a meaningful conversation

___ Make V X U H \ R X U ead Q V O K L R M P e professional and use the same image across all of your public social media sites

___ Pay attention to dress professionally, with shoes shined and minimal clutter in the material you are carrying around. Many vendors will give you SWAG,(Stuff We All Get) bags full of interesting marketing material. Unless you are in the advertising business these are distractions from your real goal at the conference±discussing new career options

___ Have samples of your blogs, podcasts or creative work easy to find on social media. Demonstrate your expertise and creativity with an online portfolio on Instagram or Pinterest to be taken more seriously in conversation. A picture of your work is worth a thousand words

___ Join career groups on social media like [LinkedIn.com](https://www.linkedin.com) or [BrazenCareerist.com](https://www.BrazenCareerist.com) to stay connected with thought leaders, as well as have a simple way to start conversations by sharing your thoughts and opinions on topic

___ Asking others for their professional career advice is appropriate and effective; asking people you do not know for a job is not a professional way to start

___ Are there speakers, trainers or board members who are respected in your industry attending the event who might become a mentor to you? Ask them

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Business Card Basics

Your business card should have your name, a professional email address, phone number and use a work address or PO Box.

Never put your home address on a card to share with people you would not want showing up unannounced at your home. Keep



Stretch beyond your comfort zone to speak with, sit with, and start conversations with people you do not know

Spot the people who may be first timers or guests and help them feel more

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Seek out the folks whomay appear to be shy, or awkward, or wallflowers.

Find ways to build trust and comfort.

Engage them with a kind word to pull them out of their shell.

Be the connector² introduce people to each other who may not otherwise connect.

Be a conversation start er; point out what people have in common as you are introducing them.

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Arrive early and stay late; connect with people before and after the event

Create enthusiasm and anticipation for the person they are getting ready to meet.

Act as you have personally invited them to a party and help ensure they

