Networking 101
Preparing for CW Congress 2020

Jackie Bero, LPNR Volunteer Coordinator
McHenry County Conservation District
(815) 678-4532, ext. 8144
jbero@mccdistrict.org

Overview

- What is Networking?
- Prepping for a Conference
- Making Connections
- Following Up
- Reaching Out
- Paying it Forward
What is Networking?

- Talking during breaks
- Sitting next to someone new
- Asking a question
- Introducing someone to a friend
- Stopping at a vendor table

What is Networking?

*Pro Tips*

- Be yourself.
- You have something in common with everyone.
- Just walk up to someone – they’re probably shy, too.
- You can learn something from everyone.
Prepping for a Conference

What do you need?

- Know Your Purpose
- Elevator Speech
- Business Cards
- Resume/Curriculum Vitae
- Notebook and pen/pencil

Prepping for a Conference

Know Your Purpose

- What do I want out of this conference?
- What types of topics interest me?
- Who do I want to meet?
Prepping for a Conference

**Elevator Speech**

- 30 seconds – 1 minute max
- Introduce yourself
- Why are you there?
- What do you do?

*Should be a hook, not a summary of your resume!*

---

**Example Elevator Speeches:**

- **“Hi, my name is Jackie Bero. I’m studying biology with a pre-veterinary emphasis at Carroll University, but am always looking for wildlife opportunities. Fun fact: I lived with wolves for a summer.”**
- **“Hi, I’m Jackie Bero. I’m the Volunteer Coordinator for Natural Resources at McHenry County Conservation District. My background is wildlife biology, but I’m currently managing programs like stewards, plant/wildlife monitors, and burn volunteers. What do you do?”**
Prepping for a Conference

*Elevator Speech*

- Practice, practice, practice!
- Be prepared to highlight difference experiences based on your audience

---

Prepping for a Conference

*Business Cards*

- Name
- Position
- Email
- Phone number
- Optional:
  - Find me on LinkedIn
  - Address
  - Photo
Prepping for a Conference

**Business Cards: Student**

![Business Card Image](image1)

**Jacqueline T. Bero, WPIT**  
Natural Resources Specialist  
Email: Your Email Here  
Phone: Your Phone # Here

*It was great to meet you!*  
Please add me on LinkedIn:  
https://www.linkedin.com/in/jacqueline-bero/

---

Prepping for a Conference

**Business Cards: Professional**

![Business Card Image](image2)

**McHenry County Conservation District**

Jackie Bero  
Volunteer Coordinator - LPNR  
Lost Valley Visitor Center  
7210 Keystone Road, Richmond, IL 60071  
815.678.4532, ext. 8144  cell: 815.219.1549  
Jbero@MCCDistrict.org - MCCDistrict.org
Prepping for a Conference
Resume

- Might not need it, but good to have with you
- First ½ page is most important!
  - Max 1 page resume
- Include buzz words from job descriptions that interest you
- Proofread!!!
- Different versions based on type of jobs
  - Ex. Environmental Education vs. Technician

Prepping for a Conference
Resume

- **Needs Improvement:**
  - Worked for nature center, various topics
- **Okay:**
  - Taught environmental programs for youth, including Woodland Plant ID, Wildlife Tracking, Bird Calls, Camping Basics, Arts & Crafts, Bugs n’ Bees, and Wildflowers in Your Garden
- **Good:**
  - Led daily hikes, plant/wildlife ID, and crafts programs for ages 5-13

- Use active, skills-based words to start off (Too much detail)
- Frequency
- Specific topics or skills shown
- Type of group
Prepping for a Conference

Resume – Student

Most important info here

Undergraduate projects count as experience

Relevant certifications

Use unrelated jobs to highlight your personal characteristics:
- Customer service
- Detail-oriented
- Committed
- Problem solving

Prepping for a Conference

Scholarships can count as grant-writing experience

Most important info here

All of these experiences are from volunteering, internships, or part of a class
Prepping for a Conference

Curriculum Vitae

- Requested for research/academia positions
- Still want first ½ page to pop out
- More detail than a resume – may include:
  - All publications/presentations
  - Honors/awards
  - Certifications
  - Continuing education
Prepping for a Conference

*Extras*

- Bring a pocket-sized notebook and pen/pencil!

---

Making Connections

*Meeting New People*

- Make it easy to see your name tag
- Take advantage of every opportunity offered
  - Attend planned social events
  - Sit next to someone new at lunch
  - Strike up conversation while refilling a beverage
  - Offer to introduce someone to your colleagues
Making Connections

Asking Questions

- People like to talk about themselves – listen actively
- Ask story-prompting questions like:
  - How did you get started in your field?
  - What do you love about your job?
  - What does a typical day look like for you?
  - What are the realistic challenges of what you do?
  - Where do you want to go next?
  - What would you study if funding weren’t a limiting factor?

Making Connections

Exchanging Business Cards

- Before parting ways:
  - Thank them for talking with you
  - Ask to exchange contact info
  - **Pro Tip:**
    - Write down how/when you met on the back of their business card.
Following Up
Making an Impression

- Within 1-2 weeks, send “nice to meet you” note
  - Send via email
  - Request to connect on LinkedIn
  - Add personal touch
- Check-in before going to same conference next time
  - Ex. Will you be going again? Hope to see you there!

Reaching Out
Looking for Internships & Jobs

- Ask your connections about:
  - Relevant training opportunities they’d recommend
  - Upcoming job/internship opportunities
  - Pros/cons of the job based on their experiences
  - Be respectful of your connections if jobs posted at their organizations
  - Do your research – don’t ask them about info that’s already available online
  - Don’t expect special treatment
Reaching Out
*Looking for Internships & Jobs*

- Apply for jobs above your experience level
  - You’ll learn what you need in the future
  - You might still get the job
- Always say “thank you” to:
  - People that sent you info on job openings or trainings
  - Interviewers for giving you the opportunity

Paying it Forward
*Becoming a Mentor*

- Share your trials and errors with your peers
- Invite others to join your group or conversation
- Introduce your connections to each other
Questions?

Resources

- https://www.thebalancecareers.com/cv-vs-resume-2058495
- https://www.careereducation.columbia.edu/resources/what-curriculum-vitae
- https://www.indeed.com/career-advice/resumes-cover-letters/6-universal-rules-for-resume-writing
- https://www.insperity.com/blog/networking-for-introverts/
- https://www.washingtonpost.com/jobs_articles/2012/10/09/dbb7d628-121d-11e2-be82-c3411b7680a9_story.html