

**Networking 101**  
 Preparing for CW  
 Congress 2020

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### Overview

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

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### What is Networking?

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

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## 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.

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## Prepping for a Conference

*What do you need?*

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




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## 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?




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### 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!*

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### Prepping for a Conference *Elevator Speech*

- *“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?”*

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### Prepping for a Conference *Elevator Speech*

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




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### Prepping for a Conference *Business Cards*

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- Name
- Position
- Email
- Phone number
- Optional:
  - Find me on LinkedIn
  - Address
  - Photo




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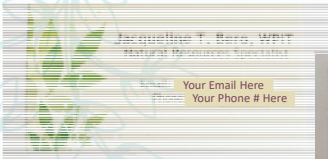

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### Prepping for a Conference *Business Cards: Student*

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### Prepping for a Conference *Business Cards: Professional*

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## Prepping for a Conference Resume

- Might not need it, but good to have with you
- First 1/2 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

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## Prepping for a Conference Resume

- **Needs Improvement:**
- **Worked** for nature center, various topics Too much detail
- **Okay:** Use active, skills-based words to start off
- 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

Frequency      Specific topics or skills shown      Type of group

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NAME

Street Address, City, State Zip Code | Phone # | Email Address

**RELEVANT EXPERIENCE**

**International Center for Coral Reef Research & Restoration, Sanibel Island, FL**  
 Land-Based Coral Nursery Intern      Jan 2018-April 2018

- Completed daily coral nursery tasks, including algae and other feeding regimens.
- Performed basic aquaculture maintenance duties, cleaning tanks and sea water systems, and regulating salinity light and water quality conditions.
- Performed micro propagation techniques, bands on propagation of corals (spanning about 1,000-2,000 fragments weekly).

**John G. Harold Aquarium, Chicago, IL**  
 Marine Research Intern      May 2017-Nov 2017

- Advanced to training marine mammals - working quiet behavior, basic feeding with great bridges, and doing in necessary husbandry for marine mammals.
- Prepared daily diets for marine mammals and maintained a clean working environment for animals and staff.
- kept records for job duties and release regulations.
- Developed skills in guest relations through public interactions.

**The University of Tampa, Dr. Michael Mikolajewski - Sea World, Tampa, FL**  
 Undergraduate Research      Sept 2016-March 2017

- Maintained the support systems for sea slugs, performing full and half water changes for tanks.
- Completed duties in lab work with researchers and developing experiments.

**Skills and Certifications**

- Field Data Manager (FDM) Certified
- Geographic Information System (GIS) Software - ArcMap 10.4.1

**EDUCATION**

The University of Tampa, Tampa, FL  
 B.S. Marine Science/Therapy, Minor: Environmental Science  
 GPA: 3.67

- Dean's List, The University of Tampa, 4 semesters
- University of Tampa Presidential Scholarship, 2015-2017
- Phi Delta Sigma National Honor Society

**ADDITIONAL PAID WORK EXPERIENCE**

**Waterside Market, Park Ridge, IL**  
 Product Associate      May 2014-May 2017

- Experienced customer service and identified client-oriented algorithms.
- Ability to work independently and problem solve in time sensitive situations.
- Willingness to complete any task at hand and committed team member.

## or a Conference ident

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- 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

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### Prepping for a Conference

*Extras*

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



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### 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



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### 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?

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### 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.




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### 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!

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### 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

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## 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

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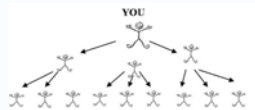
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## Paying it Forward

*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



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## Questions?



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## Resources

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- <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>
- <http://nelib.org/wp-content/uploads/2014/10/ConferenceNetworking101.pdf>
- <https://www.insperity.com/blog/networking-for-introverts/>
- [https://www.washingtonpost.com/jobs\\_articles/2012/10/09/dbb7d628-121d-11e2-be82-c3411b7680a9\\_story.html](https://www.washingtonpost.com/jobs_articles/2012/10/09/dbb7d628-121d-11e2-be82-c3411b7680a9_story.html)

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