Networking Tips

If you follow the suggestions below, you’ll feel more comfortable when you meet and converse with executives at networking events.

**Review Prep**

Review your LinkedIn profile and make sure your head shot looks professional and your profile is complete.

Review social media posts, even if private, and make sure nothing is unprofessional.

Research every person you plan to speak with on LI, but do not contact them ahead of the event!

Review the firms’ websites. Tap into library databases for recent news about the firm and the industry.

Outline a few questions you might weave into the conversation.

Practicing a 1-minute introduction/pitch (after eye contact and a strong handshake) that includes your full name, major/minor, and an experience you’ve had that relates to their industry, is the best way to prepare.

**Icebreakers**

Ask the following questions to get the conversation started: What kind of work do you do? What do you like most about what you do? What do you like about the industry you work in? What other industries have you worked in? What did you like about them?

Avoid saying “I’m not sure” or “I don’t know” when asked about your interests or career plans. Instead, try the following:

Relate Interests To An Internship -- "When I interned at ABC Company, I really enjoyed assisting with the development of their app. I hope to be able to land a job when I graduate that allows me to do something similar."

Relate Interests To A College Class or Extracurricular Activity -- "I really enjoyed the role of Co-Manager of the Market Research Department in my advertising class, where we developed and implemented a marketing campaign for an actual client—Acura!" OR “Participating in the Salant Investment Team has shown me how much I want to work in wealth management after I graduate."

Relate Interests To An Alum/Sibling/Parent’s Job -- "I heard a BME alum speak a few weeks ago on campus. She spoke about working in biomedical engineering at a device manufacturer. When she described her daily responsibilities, her job sounded appealing to me."

**Follow Up**

If you establish a rapport and think you’d like to arrange a call or informational interview with an exec at a later date, ask if they’d mind giving you their business card so that you can send a follow-up email or a (personalized) LinkedIn request. You should only do this, however, if you’re serious about following up.

Good follow-up creates a good impression and gets you remembered. Most execs have 500 or more LinkedIn connections...so even if their firm doesn’t interest you, they may be connected to someone whose firm does! Every connection is valuable and these execs took several hours to visit JHU to meet you, so send a thank you email to everyone you meet!