

3.4 Networking Events

Why we are here today / Expectations

Networking is about doing what your mother told you to never do . . . talk to strangers.

It's like playing host at someone else's party.

At a real level, it's about learning about other people and finding the links that you have with them

Networking events are a chance for groups of professionals to gather and make connections



List of topics

(as in syllabus/ theoretical part)

What is networking
all about

The different types
of networking
events

How to network
like a pro

The pitfalls one
should avoid when
networking

The networking
do's and don'ts

Create a
networking plan

The different
European Women
Entrepreneur
networks

How to become a
self-confident
networker



Learning points

(as in syllabus/ theoretical part)

- ❖ Build up your confidence to network like a pro
- ❖ Learn how to avoid the pitfalls of networking
- ❖ Learn how to create and widen your network both in face-to-face situations and online
- ❖ Learn about the different types of networking events
- ❖ Learn to choose the right type of networking event tailored to your needs
- ❖ Learn how to create a networking plan



Main activities / structure of the session

(theoretical, practical,...)



Presentation of the theoretical part



Brief discussion and comments on the topic



Activity1:Overcoming the fear of networking



Activity 2: Networking Bingo



Break



Round table discussion



Questions and wrap up session



Self assessment quiz

What are you expected to produce

(list of concrete outputs)

- ❖ Learn what is the purpose of networking
- ❖ Learn how networking can help you expand your business opportunities
- ❖ Learn how to get over your anxiety in talking to strangers
- ❖ Learn about the different networking events that you can attend
- ❖ Learn how to mingle and feel confident in making connections
- ❖ Learn about the different women networks in Europe



Overview on the theoretical part

3.4 Networking Events

Networking definition

Networking is a socioeconomic business activity by which businesspeople and entrepreneurs meet to form business relationships and to recognize, create, or act upon business opportunities, share information and seek potential partners for ventures.



Why is Networking important



Networking is the development and maintenance of mutually valuable relationships

Development – Takes time

Maintenance – ‘Not a one-time occurrence’

Mutually valuable relationships – Focus is not ‘me’ centred



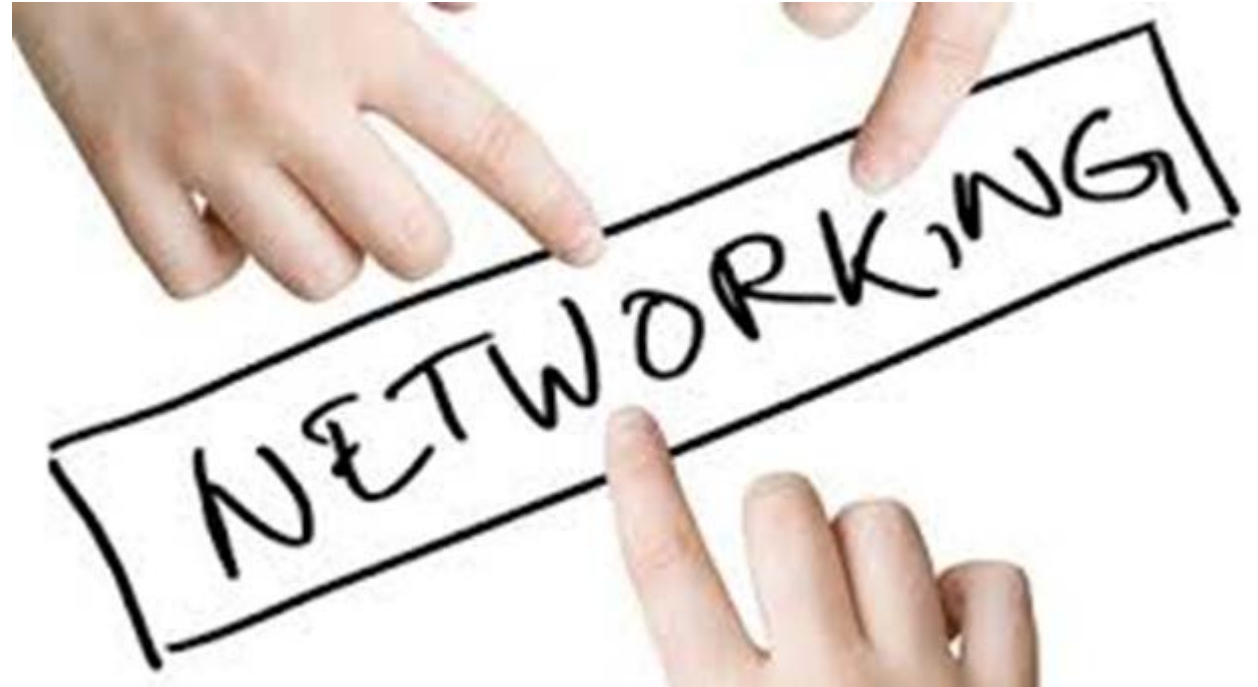
WHY is networking important?

Networking is the #1 way to find a job

Over 60% of job opportunities are obtained through networking

Networking skills

- Reasons why Networking does not always come easy
- Fear
- Personality Types
- Unfamiliar Territory
- Getting started
- Helpful Hints
- Develop your personal 'elevator speech' or commercial
- Practice with friends who can provide helpful feedback





Helpful Tips

Networking Tips

- Join professional organizations
- Attend industry conferences
- Attend Job Fairs
- Join support groups
- Volunteer your time and talents to
worthy causes
- Join a gym or other hobby clubs
- Identify mentors and/or coaches
- Schedule and conduct informational interviews
- Utilize Alumni Associations and career offices
- Follow up better than your competition
- Send Thank You Notes

Online Networking Tips



- Get a short and appropriate email address
- Order resume cards w/ brief resume stats
- Write and master a 30 second pitch
 - (record & listen)
- Build a LinkedIn profile and update it
 - often – Add recommendations
- Become active on LinkedIn groups
- Sign up on Twitter – follow any people who follow you
- Create an appropriate Facebook page
- Ask for referrals when sharing business & resume cards
- Join organizations & networks, chambers of commerce & business networks
- Participate in discussion forums

Networking Do's



- Be genuine and authentic, building trust and relationships
- Develop your goals for each networking meeting
- Visit groups that spark your interest
- Hold volunteer positions
- Ask Open-Ended questions
- Become known as a resource to others
- Articulate what you are looking for & what you do
- Follow through quickly and efficiently on referrals
- Understand the needs of the people you are networking with and offer some value to THEM
- Try to contact one person per day
- Go beyond your industry

Networking Don'ts



- Don't fear the 'big shots'
- Don't corner a 'heavy-hitter' with your personal life story at a social event
- Don't hand out business cards to everyone
- Don't only talk to people you know
- Don't waste time talking to 'Me-ers'
- Don't drink too much at evening events– obviously!
- Don't expect anything
- Don't dismiss anyone as irrelevant
- Don't take 'NO' personally

Overview on the practical part

Networking Events



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What we will achieve today

Today we will experience networking within the group of participants play the Networking Bingo game and complete a self assessment quiz to test our knowledge on this module.

- Activity 1: Overcoming the fear of networking
- Activity 2: Networking Bingo
- Self assessment quiz

Activity 1: Overcoming the fear of networking

This is a role play activity moderated by the trainer in order to encourage the participants to overcome their fear of networking.

- Start by watching this video entitled "How to Network Like a Pro" by clicking on <https://www.youtube.com/watch?v=REA8Ac486O0>
- When the video ends, the facilitator will read out a fictional scenario of a networking event and will include details of the reason this event is taking place, and other relevant details.
- Participants will spend making a networking plan - 10 minutes
- Participants will start to mingle and speak to the other contacts and network - 30 minutes.
- Participants will create a follow up strategy - 10 to 15 minutes
- The last part of this exercise is a round table discussion where each participant will speak about their experience in this exercise.

Activity 2: Networking Bingo



The participants need to complete each of the 12 squares of the grid by writing their response to the prompt; allow about 2 minutes for this to be completed.



Participants then network, talk to people to discover and share mutual interests, and gather signatures from people with whom they find things in common.



Based on group size and time allotted, inform students how many minutes they have to network. The first student to complete all 12 spaces on grid wins. Most (if any) will not complete the grid.

Self Assessment



Evaluation: Self Assessment Quiz

The participants will finish this session by completing a self assessment quiz to gauge their understanding of the module.



For more information visit

<https://the-fitproject.eu/>

