

A top-down photograph of two hands shaking over two white coffee cups on a wooden table. The image is overlaid with a semi-transparent blue filter. The text 'NETWORKING 101' is centered in large white letters, with a thin white horizontal line below it. Below the line, the text 'PRESENTED BY THE CONNECTOR PROGRAM' is centered in smaller white letters.

NETWORKING 101

PRESENTED BY THE CONNECTOR PROGRAM

**HALIFAX
PARTNERSHIP**

CONNECTOR
PROGRAM

RBC FUTURE LAUNCH™
RBC.COM/FUTURELAUNCH



NOVA SCOTIA

NETWORKING BY THE NUMBERS

From Connect Us Communications Canada Research

64% Said in-person networking helped them find a new job or advance their career

88% Said networking directly or indirectly helped their careers

69% Said they found increased job opportunities as a result of networking

WHY IS NETWORKING IMPORTANT?

DISCOVER opportunities

UNCOVER the hidden job market

GROW your professional network

DIGITAL NETWORKING

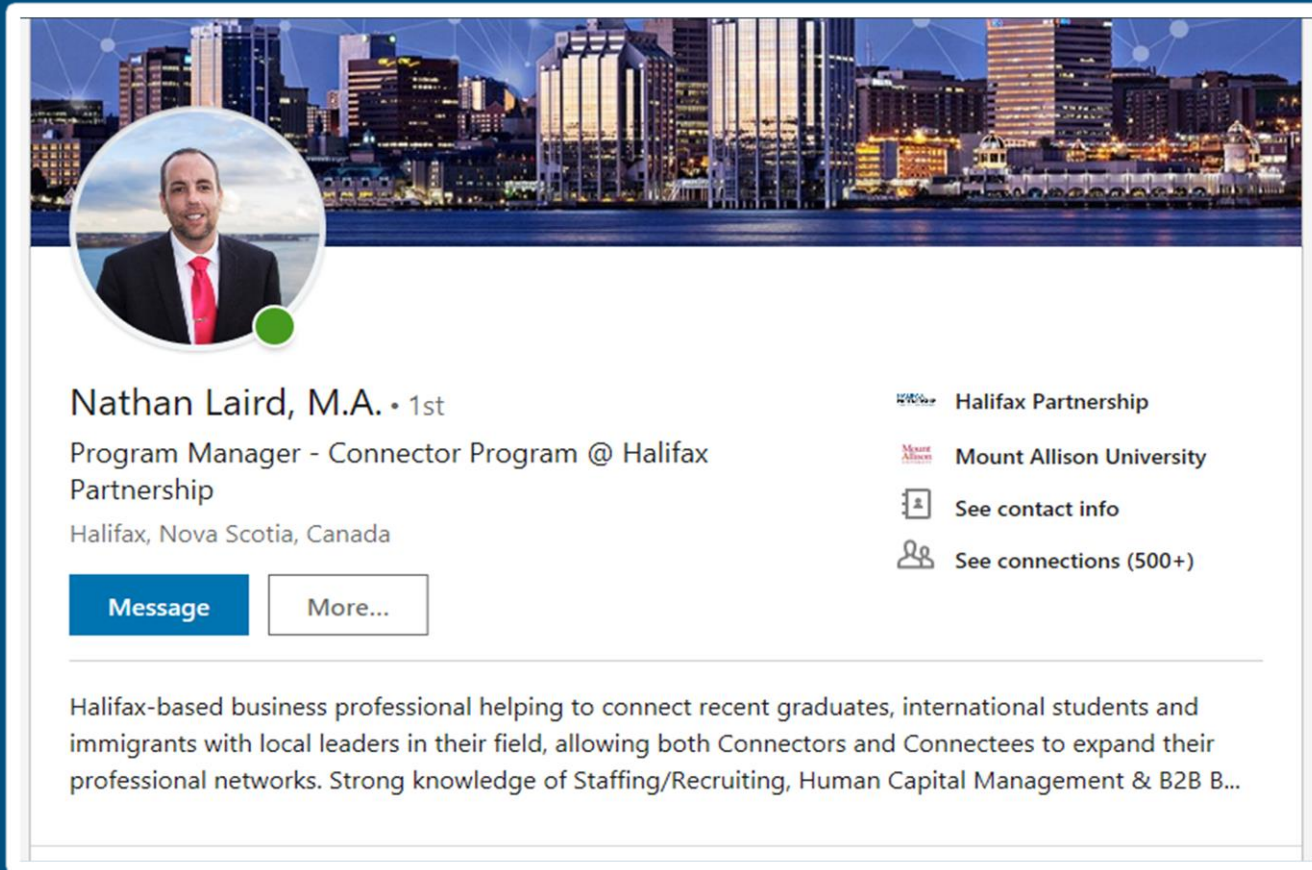


- Job seekers can identify target organizations or individuals and contact them
- Employers can headhunt specific skills/backgrounds
- Having a strong LinkedIn profile can be a differentiator in a job interview



What do you think makes a great LinkedIn profile?

LinkedIn TIPS




The screenshot shows a LinkedIn profile for Nathan Laird, M.A. The profile picture is a professional headshot of a man in a suit and red tie. The background of the profile banner is a city skyline at night. The profile information includes his name, title as Program Manager - Connector Program @ Halifax Partnership, and location in Halifax, Nova Scotia, Canada. There are buttons for 'Message' and 'More...'. To the right, there are icons and text for 'Halifax Partnership', 'Mount Allison University', 'See contact info', and 'See connections (500+)'. Below the profile information, there is a short bio: 'Halifax-based business professional helping to connect recent graduates, international students and immigrants with local leaders in their field, allowing both Connectors and Connectees to expand their professional networks. Strong knowledge of Staffing/Recruiting, Human Capital Management & B2B B...'


Nathan Laird, M.A. • 1st

Program Manager - Connector Program @ Halifax Partnership


Halifax, Nova Scotia, Canada

[Message](#) [More...](#)

 Halifax Partnership

 Mount Allison University

 See contact info

 See connections (500+)

Halifax-based business professional helping to connect recent graduates, international students and immigrants with local leaders in their field, allowing both Connectors and Connectees to expand their professional networks. Strong knowledge of Staffing/Recruiting, Human Capital Management & B2B B...

- Professional headshot
- Complete and up-to-date information
- Carefully chosen groups
- Well written summary
- Professional experience and education
- Languages, certifications, and publications
- Clean URL

DOs

- **Share** and publish content regularly
- **Establish** “thought leadership” among your network
- **Build** and enhance your BRAND
- **Connect** with business leaders in your field

DON'Ts

- **Discuss** politics, religion or potentially divisive topics
- **Use** LinkedIn as a dating site
- **Use** LinkedIn like Facebook – this is your professional network, not personal

IN-PERSON NETWORKING

In-Person networking is by far the most effective. Whether it's meeting for coffee or attending a networking event, making a personal connection is critical to effective networking.

How can you identify networking events of interest?

A close-up photograph of a person's hands writing on a document with a pen. The image is overlaid with a semi-transparent blue filter. The text 'BEFORE THE EVENT' is written in large, bold, white capital letters across the center of the image. The background shows the person's hands and the document they are writing on, with some text visible but blurred.

BEFORE THE EVENT

PLANNING AND PREPARATION

- ✓ Create a target list of companies/individuals opportunities
- ✓ Set a goal of the number of people to meet
- ✓ Understand your personal selling points (elevator pitch)
- ✓ Order business cards

DRESS TO IMPRESS

DOs

- Look smart
- Know your audience
- Check your posture and body language
- Keep the weather in mind

DON'Ts

- Dress too flashy
- Dress too casual
- Wear strong scents



BUSINESS CASUAL & BUSINESS PROFESSIONAL





DURING THE EVENT



HOW DO I...

- Approach others?
- Start a conversation?
- Make a genuine connection?
- Swap contacts and exit?
- Remember names?
- Approach someone having a conversation?

EXAMPLES OF OPEN-ENDED QUESTIONS

- What brings you here tonight?
- How did you hear about this event?
- What do you do?
- What do you think about (name panelist or keynote)?
- How did you get involved in...?
- What advice could you give me to be successful in your line of work (or major)?
- What do you love/enjoy most about what you do?



A woman with dark hair, wearing a grey blazer and a white scarf, is smiling and talking to a man in a dark suit. She is holding a pink tablet. The background is a blurred office setting.

SPEAKING ABOUT YOUR BACKGROUND

- Take Your Time
- Make it Conversational
- Avoid Niche Words and Phrases
- Be Confident



NETWORKING EVENT TIPS

- Avoid just speaking to friends and colleagues
- Be positive
- Push yourself out of your comfort zone
- Avoid discussing politics and religion
- Don't be a card spammer or collector
- Maintain eye contact

NETWORKING EVENT TIPS

- Ensure a two-way conversation
- Be genuinely interested
- Match handshake
- Eating and drinking at events
- Keep one hand free
- Remember breath mints
- Respect people's space



NETWORKING ACTIVITY

AFTER THE EVENT

A blue-tinted photograph of a group of people sitting around a wooden table. In the center, a laptop is open. To the left, a person's hands are visible, writing in a notebook. In the foreground, there is a white coffee cup on a saucer, a glass of water, and a smartphone. To the right, another person's hands are visible, looking at a tablet. The background shows a brick wall and a dark bag on the table. The text "AFTER THE EVENT" is overlaid in large, white, bold, sans-serif font across the middle of the image.

FOLLOW-UP OR FAIL!

Do the following within 2-3 days of the event:

- Connect on **LinkedIn**
- Send an **email** to follow-up and share contact details.
- Suggest a coffee **meeting** to have a further discussion
- If you don't get a response quickly, DO NOT continue to message. **Be patient**. After about a week, follow up again with a gentle tone.
- **Nurture** your network, **build** your brand, and **establish** “thought leadership” through the material you post/share on LinkedIn.

FOLLOW UP



Q&A

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