



NATIONAL
CONNECTOR
PROGRAM

PROGRAMME
DE CONNECTEUR
NATIONAL

Networking and the Connector Program

Presented by A Connector Coordinator

Presentation Outline

- The importance of Networking
- LinkedIn
- In-Person Networking Events
 - Before the Event
 - During the Event
 - After the Event
- The Connector Program

Why is Networking Important?

DISCOVER Opportunities

UNCOVER the hidden job market

GROW your professional network

Networking in Canada: The Numbers

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

88% said networking directly or indirectly helped their careers

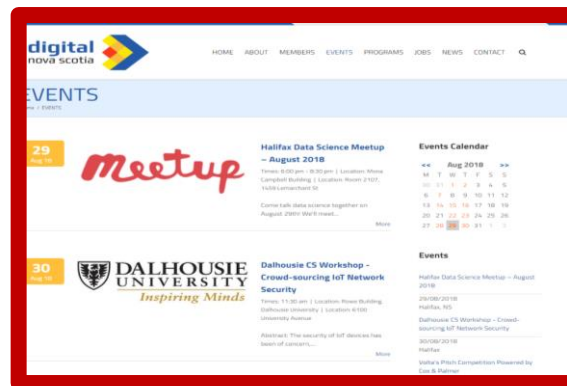
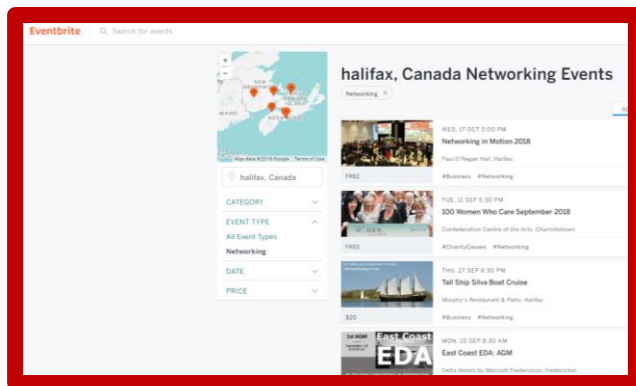
69% said they found increased job opportunities as a result of networking

Why LinkedIn is critical for your Career

- Find opportunities with companies you've never heard of
- Learn about the job market, your industry, tips and tricks, gain certifications
- It is your Online Resume, seen by your network (and more)
- Connect with professionals you want to learn from
- Find networking opportunities
- Carve out a space for yourself!
- Become a thought leader on a topic you are passionate about

In-Person Networking Events

- In person networking is most effective
- Could include a coffee meeting, attending a networking event, speaking to people after a presentation etc.
- Making a personal connection is critical to networking effectively.
- How can you identify potential networking events of interest?



In-Person Networking



Before The Event

“Success is where preparation and opportunity Meet”

- Have target list of companies/individuals
- Set goal for number of people to meet
- Prepare list of basic open-ended questions
- Be prepared to speak about your background, understand what makes you stand out
- Dresscode/First Impression/Branding
- Breath mints
- Business cards easily accessible
- Body Language

In-Person Networking

During the Event

Tips for Successful In-Person Networking

- Avoid
 - speaking only to friends and colleagues
 - discussing politics and religion
 - negativity
- Don't be intimidated – talk with people you want to be!
- Don't be a card spammer or card collector
- Maintain eye contact
- Ensure a two-way conversation, be genuinely interested
- Match handshake
- Breath mints
- Eating and Drinking at events
- Keep one hand free

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?





SPEAKING ABOUT YOUR BACKGROUND

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

In-Person Networking

After the Event

FOLLOW UP

- Within **2-3 days** of the event
 - Connect on **LinkedIn** (not Facebook, etc)
 - Suggest a **Virtual** or **Coffee Meeting**
 - Send an **email** to follow up and share contact details
 - 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.

A top-down view of two hands shaking over a wooden table. Two white coffee cups with saucers and spoons are visible on either side of the hands. The scene is overlaid with a semi-transparent red filter. The text 'The Connector Program' is centered in white, bold font.

The Connector Program

THE CONNECTOR PROGRAM



MATCH



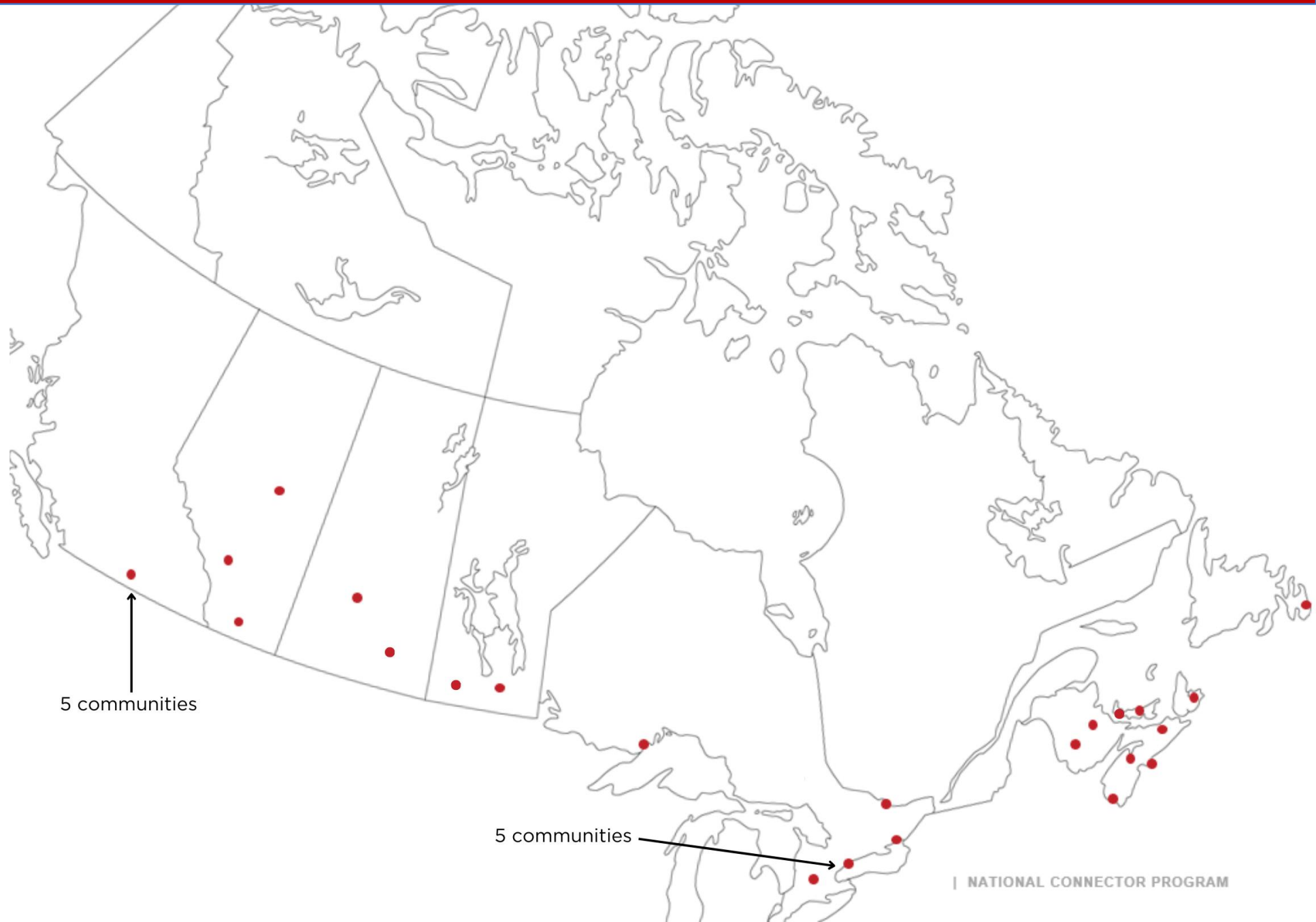
CONNECT



REFER

NATIONAL CONNECTOR PROGRAM

Network of 31 Connector Programs in Canada, US and Europe



The Process

- Coordinators arrange a time for a virtual intake meeting to discuss the participant's background and areas of interest.
- Coordinator works to find a Connector then does an email introduction. This can usually be done within 2 weeks depending on how it takes a Connector to respond. More niche backgrounds can take longer if we need to find a new Connector.
- Connector & Connectee have a virtual meeting
- Connector provides three additional referrals.



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