

Networking Etiquette: The Do's and the Don'ts



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Outline

- Tips and tricks to make a good first impression
- In person Networking: How to talk with someone for the first time
- Elevator Pitch
- Email Networking and follow-up
- On Line Networking: What kind of online presence should you have on LinkedIn
 - Using LinkedIn effectively for Networking



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Preparing for a Networking Event

- Read the event details before going to the event
- Know which companies/ people will be at the event
- Put name tag on **RIGHT** side of body
- Put **YOUR** business cards in jacket or pants pocket
- Put **OTHER PEOPLE's** business cards in other pocket
- Carry a pen; make discussion notes on their card



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Tips for Networking

- Networking is about being genuine and authentic
- Set goals when participating at networking meetings
- Visit as many groups as possible that spark your interest
- Ask open-ended questions
- Clearly articulate what you are looking for and how others may help you
- Follow up with people you meet who may benefit from what you do and vice versa



Working the Room

- Arrive Early
- Have a friendly smile
- Glance at name cards (if possible)
- Have Business Cards
- Opening Lines...
- Coffee, Food, Drinks...
- Bring a Friend
- Develop Your Elevator Pitch



Handshake



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How to enter a conversation

- I don't mean to interrupt, but I just wanted to say hi...
- Hi _____ I am Lauren.
Very nice to meet you.
- Hello _____. Have you
been to one of these events before?



Opening Lines

Name Tags

- What do you do at _____ company ?
- You work at _____ company – I just read about them in _____
- How long have you been at _____ company?



More Opening Lines

- Panel events
 - What brought you to this event?
 - Have you heard the speaker talk before?
 - Is there anyone you are looking to meet at the event?



How not to open a Conversation

- I am Jane, I need a job!
- Hi - Is your company hiring?
- Hi - I only came here for a job, do you know anyone hiring?
- Do not interrupt people to get your point across



How to exit a conversation

- Very nice talking with you _____. I am going to get another coffee. Would you like one?
- Very nice talking with you. I am going to see if I know anyone else before the panel starts.
- Thank you for your time. Are there other people who you think I should meet?



Tips for Meeting People

- Stand near the food, coffee, drinks, dessert...
- Look engaged and approachable
- Become part of the conversation
- Friendly smile
- Do not cross your arms
- Stand with your back against the wall and look into the crowd
- Scan the crowd for people you know



Elevator Pitch, what is it?

Think of it as if you were in an elevator with the hiring manager or your boss going from floor 20 to 1. In that limited amount of time, can you tell them as much about yourself / your project that they could walk away and really want to add you within their networking circle?

Why 20 seconds? Well, it comes from the Rule of 7's which states:

- 7 seconds to make an impression
- 14 seconds to create interest
- 21 seconds to tell your story

So, let's get to the meat of the elevator pitch developed around building your networking skills. There are four main parts:

- Undeniable Truth
- Positioning
- Segmentation
- Example



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Elevator Pitch Continues...

Undeniable Truth

Something the listener agrees with. You use it in the form of a question. You always want the answer to the question to be YES. This is referred to as the question opening.

Positioning

What you offer and why it is better. Everyone has experience and expertise that is unique and this is the area to talk about it.

Segmentation

Who are your customers or who have you worked for and why do they buy from you/hire you. This area is where you need to communicate the value add that you bring.

Example

Although giving examples is quite forward, many people forget to add it in. This section is where you tie everything together with a real life example.



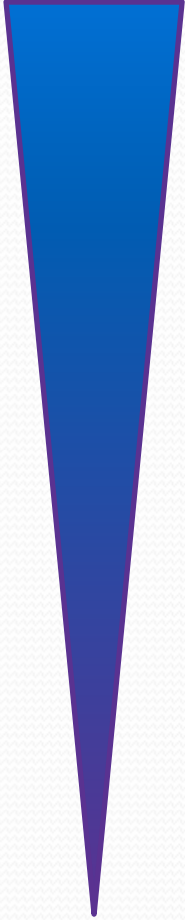
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Sample General Elevator Pitch

I am a (graduate student) at (Boston University) studying (neuroscience – specifically Alzheimer’s formation). I will be finishing up in (6 months) and looking for a (research role) in a (smaller biotech) in the (Boston area).



Three Levels of Elevator Pitches

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- **The overview pitch** – networking events, cocktail hours, people who don't know much about your area
 - **The deeper dive** – meant for someone who knows a little about your area
 - **The really deep dive** – meant for someone who knows your specific area



Follow up Email / LinkedIn Invite

- Follow up shortly after the event (1-3 days)
- Title of email – **DO NOT JUST USE** Hello or Nice to Meet You
 - Be descriptive and succinct
 - Mention where you met them
 - Mention follow up items (if any)
 - Include your contact details in the follow up email
 - Phone and Email



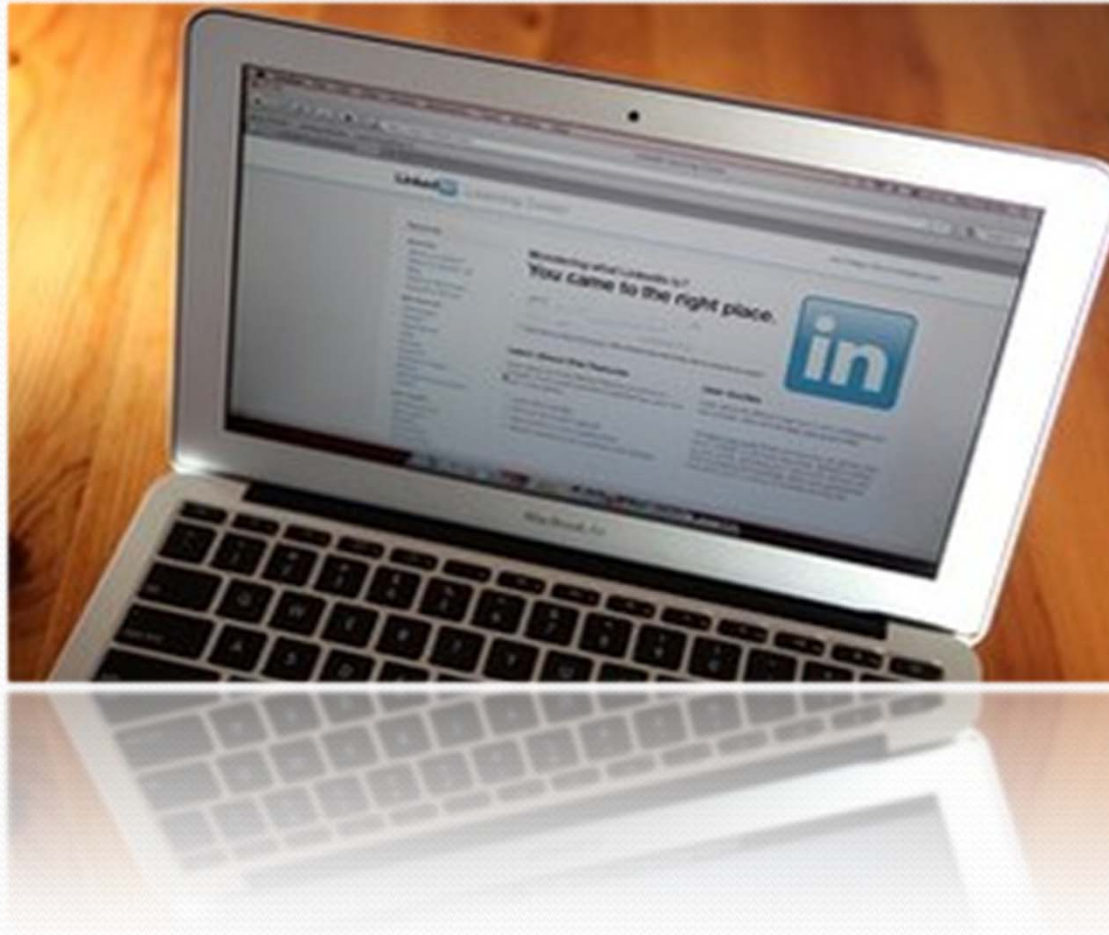
Using LinkedIn – Advice



- If your contact is a 1st degree contact, email them instead of messaging them through LinkedIn
- If you want a 2nd degree contact, email your first degree contact and ask for an intro to _____.
- Use LinkedIn to search for people or companies you are looking to meet / learn more about



Online Presence



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Using LinkedIn



- >30% of jobs are filled using LinkedIn
- This is not just for filling jobs...
 - Networking event follow-up
 - Informational Interviews
 - Keeping in touch
 - Searching for types of roles / companies to gain insight



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Build out Your Profile

LinkedIn



Lauren Celano
Co-Founder and CEO, Propel Careers
Greater Boston Area | Biotechnology

Current	• Founder and CEO at Propel Careers
Past	• Team Leader at Boston University • Sr. Acct Manager, Business Development at SNBL USA • Account Manager, Business Development at Aptuit, Inc
Education	• Boston University - School of Management • Gettysburg College • University of East Anglia
Recommendations	3 people have recommended Lauren
Connections	500+ connections

Lauren Celano's Summary

Successful business development professional with a proven track record of establishing strong relationships, growing existing client relationships, and managing complex projects. Diverse knowledge of drug discovery and development areas and experience with small and large molecule development programs.

Lauren Celano's Experience

Founder and CEO Propel Careers

Privately Held; Human Resources industry
April 2009 – Present (2 years 2 months)

Propel Careers is a recruitment firm focused on delivering a wide array of placement and career development services in the life sciences sector. Whether you are an undergraduate or graduate student, a recent graduate, or experienced professional, Propel's resources and network can be an asset to your career growth. The Propel website (www.propelcareers.com) contains information on how we can assist you with:

- Recruiting services for full-time positions with leading life sciences companies
- Securing a project based opportunity or internship in the life sciences sector
- Identifying a seasoned professional who can serve as a mentor
- Career counseling and resume review
- Networking

Please contact me at Lauren @propelcareers.com with any questions about how we might be able to help you.

VS

Experience

Associate Director - Global Marketing

Public Company; ; Biotechnology industry
May 2008 – Present (3 years 1 month)

Product Manager - Oncology -

Public Company; 10,001+ employees; Pharmaceuticals industry
January 2007 – May 2008 (1 year 5 months)

Cardiovascular specialty sales

Public Company; , Pharmaceuticals industry
September 2003 – January 2007 (3 years 5 months)

Sales representative for cardiovascular portfolio at territory.

covering the Washington, DC

Senior Account Executive

Public Company; Marketing and Advertising industry
August 2001 – July 2003 (2 years)

Managed marketing and advertising for pharma and biotech clients in Oncology.



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Building Your LinkedIn Profile

- Picture (with your face showing)
- Details from your resume to build out your experiences
- Details about research
- Techniques, publications, conference presentations, etc
- Details about leadership activities, AWIS, HBA, WEST, post doctoral association, etc.
- Interest groups and affiliations



Keeping in Touch

- Find Reasons to Follow up
 - News feeds
 - Press releases
 - Speaking engagements



Relationships are Built Over Time

If you have coffee once a week with someone new, you will have

- In 1 year, 52 new contacts
- In 5 years, 260 new contacts
- In 10 years, 520 new contacts

Plus new connections from all of their connections



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