

# Networking Event Tips

## QUESTIONS TO ASK DURING NETWORKING EVENTS

Networking events are wonderful ways to establish professional relationships and gather information about career opportunities. Whether your networking event is a meeting, a social event, or even a scheduled meeting, it is important to prepare a list of things you want to know. It is important to know what to say to be able to lead the conversation. Decide what you'd like to find out from your contact, and then prepare questions to elicit that information. Here are some suggestions for questions to ask but tailor them to fit your personal situation and speaking style. Warning: Be mindful of the time and avoid squeezing too many questions into your conversation.

### WHAT WORK IS LIKE

- Could you describe a typical workday to me?
- What skills are required in your position on a day-to-day basis?
- What part of your job do you find most challenging?

### STATE OF THE PROFESSION

- Is this field growing or in-demand?
- Are too many or too few people entering this profession?
- Who are the most important people in this occupation today?
- Which companies have the best track record for promoting women and minorities?
- How do you see this field shifting over the next few years?

### CAREER PATH & EXPLORATION

- What type of early roles and experiences set you up for success in your current job?
- If you could start all over again, would you change your career path in any way?
- What type of internships are available to help me learn more about this area?
- What kind of challenges does someone in this field typically face? How could I work through those challenges?
- What type of successes have you experienced in your role?

### SKILLS & EXPERIENCE

- What educational preparation would you recommend for someone who wants to advance in this field?
- What qualifications do you seek in a new hire?
- How do most people enter this profession?
- What do you think of my resume? How would you suggest I change it?
- Can you recommend any courses I should take before proceeding further with my job search?
- What companies might be interested in hiring someone with my background?

### FITTING IN

- Considering my background, how well do you think I would fit in this company and/or profession?
- Would the work involve any lifestyle changes – frequent travel or late-night business entertaining?
- Considering my skills, education, and experience, what other career paths would you suggest I explore before making a final decision?

### MORE INFORMATION

- What professional journals and organizations / associations should I be aware of?
- How has our recent economy impacting this career field / your company?
- What advice would you give someone entering this field?
- Who else would you recommend I speak with?



Ambassador Crawford  
College of Business  
and Entrepreneurship

For more information:  
Career Services Office  
[buscareers@kent.edu](mailto:buscareers@kent.edu)

## DO'S & DON'T'S OF NETWORKING

### DO

- Set networking objectives and milestones.  
One of the first things you'll want to be clear about are your goals for networking. Exploring majors and careers? Looking for information about occupations or career paths? Interested in learning more about internships? Are you in an active job search?
- Prepare your Introduction.  
Craft an opening statement that includes who you are, your education, and perhaps a personal bit of information. Continue to outline your goal (i.e.: learning about careers, seeking internship, looking for professional employment, etc.) and an accomplishment related to your goal (i.e.: if you are trying to secure a job shadow of a marketing director, tell them how you prepared a marketing campaign for your student organization). Start to tie everything together by talking about your qualifications or experience, then finish "the ask" (ie: I would like to set up a time to job shadow your marketing department).
- Develop a LinkedIn profile.  
Your resume serves as the basis for content for developing your LinkedIn profile. Once you have your resume polished, you can easily copy and paste it to LinkedIn to create your profile. Set the privacy settings for other social media such as Facebook, Twitter, Instagram, and Pinterest.
- Focus on relationship-building.  
Networking is about building relationships. You should never be networking with people only because you think they can give you a job or will become clients. The focus should always be on building relationships. New jobs and new clients are often multiple networking levels away from that initial encounter. The more networking you do and the more connections you make, the closer you come to that new job or next client. You will have found many opportunities to assist others with their networking goals along the way. Networking is always a two-way street.
- Always follow-up with a thank you note.  
Thank your contact for their time and willingness to talk with you. Share how the information was helpful to you and your next action items.
- Think of how you can add value to the relationship.  
Update alumni on current events at KSU or how their favorite professor is doing. Share your knowledge of another language which may be helpful to their organization. Email an article that relates to a topic you discussed together or relates to their occupation or organization.
- Assess your online identity from time to time.  
Set up a Google Alert to track online mentions of your name. If you find anything negative or unflattering, you'll need to clean up your "digital dirt." There are some strategies to use if you encounter a problem.

### DON'T

- Don't "wear out your welcome" by making too many requests.  
Be considerate of others' time, and always express thanks and a willingness to give back.
- Don't try to accomplish too much too fast.  
Wait for a second or third communication for special requests.
- Don't have unrealistic expectations.  
Not every contact and connection is immediately helpful. Expect that in online circles as well.
- Don't put any private or sensitive information on online networking sites.  
Avoid posts within a blog, discussion group, or networking site that you wouldn't want your boss to see or publicized on national news. Make sure that your brand is consistent and positive across all sites.

