
Please sit next to someone you do not know!

There will be some activities that require moving around and simulate somewhat of a networking event.

Demystifying Networking – What does it REALLY mean?

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Disclaimer

- There is no right or wrong answer to this question. Only what generally works and what doesn't. What works in Canada might not work somewhere else in the world.
- 60% of what is presented are my own personal experiences and 40% included concepts by experts that I have deemed worthy of knowing.

When talking to people about networking....

- “I like to do networking but I find it difficult to get in to conversations with people... and when I do.. I don’t know what to say. 😞”

Networking is HARD, STRESSFUL,
SCARY and ANNOYING, but
essential..... if you want to be
successful.



Networking is a SKILL...

- You can learn it by following a few basic simple rules

- #1 – Know
- #2 – Like
- #3 – Trust
- #4 – Ask (buy/sell)

You cannot get people to trust you or “buy you” without spending a considerable amount of time on #1 and #2

By Christopher Barrat

Types of networking

- Serendipitous Networking (by chance)

- Strategic Networking (intentional)
 - a. More business (sales, promotions, lobbying, fundraising etc.)
 - b. Land a job (>70% of jobs)
 - c. Learn something (information interviews, conferences)
 - d. Social reasons (make friends, dating)
 - e. Solve a problem (collaborations, find answers)

Getting to KNOW people

All about meeting and face to face interactions!
NEVER SELL

- ❑ Show interest and curiosity about them (but in the right amount!). Call it a human contact sport. They will in turn be curious about you.
- ❑ Think about how you make people feel (but TOO much flattery will become insincere).

Activity – 1

15 mins

- Properly introducing yourself effectively to a stranger.
- Hi, my name is John Smith, I am an international student doing a PhD program in Cell Biology at the U of Alberta (in Canada...) Where are you from?/It is a pleasure to meet you!

How to read social situations at conference networking events



Open and Closed Groups

- The singles
- Closed or Open Doubles
- Open Triples
- Closed Four

But more than anything else, use your intelligence and read body language



How to write a PEEC statement by Michael Goldberg

PEEC stands for,

- Profession
- Expertise
- Environments
- Call to Action

When asked, if you can discuss in a succinct way what you do (Profession), what you know (Expertise), your target market (Environments), and whom you want to meet (Call to Action), you'll make more important connections than you can imagine!



Real life example

I am a Career Education Coordinator at the U of Alberta Faculty of Graduate Studies and Research and I focus on engaging Master's and PhD students in career education and professional development. I run experiential learning programs such as the Career-Mentoring Program and Job Shadow Program that put students in contact with industry professionals.

I work mostly with students in science and engineering. I am always on the lookout to engage more professionals in these fields that can act as mentors and job shadow-hosts to help inspire our students. If you can think of anyone who might fit the bill, I would be grateful.

Made up example

I am a current Iranian international PhD student in Biomedical Engineering at the U of Alberta. I am in the process of gaining expertise in the use of nanoparticles as semiconductors and its applications in biology and medicine. I have carried forward some of the knowledge from my Master's degree in Chemistry.

I am particularly interested in the use of this technology in the large pharma industry and I am always looking to connect with other professionals in the field. If you have any insights on how to connect, I would be grateful!

Activity 2

~5 mins

- Write your own PEEC statement

PEEC stands for,

- Profession
- Expertise
- Environments
- Call to Action

When asked, if you can discuss in a succinct way what you do (Profession), what you know (Expertise), your target market (Environments), and whom you want to meet (Call to Action), you'll make more important connections than you can imagine!

How to prep for a conference

- Think of collaborators/people you want to meet (potential PhD/Post Doc supervisors, vendor companies, etc.). Do your research
- Prep business cards
- Print A4 copies of your posters and have a sign-up sheet if people want to get more information about your research/updates
- FOLLOW UP!!





THANK YOU

&

GOOD LUCK!



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CAREER CENTRE**

Career Centre and FGSR Resources

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- Job Shadowing
- Information Interviews
- Grad Student Internships
- Speaker Series
- Employer Info Sessions
- FGSR PD Bulletin

And many more!