

HOW TO NAVIGATE NETWORKING & COMMUNITY-BUILDING

Are you interested in communicating with employers and recruiters, but not sure what to say in your interactions? Knowing how to effectively engage with an employer at a networking event, career fair, or informational interview is crucial for making a positive impression that may lead to a career opportunity.

Research in Advance

- Find out which employers will be present at the event and assess their values, goals, and current projects.
- Visit the employer's website and use platforms such as Handshake or LinkedIn to learn more about the company and the person you will be speaking to.

Be Prepared to Share Your Story

- Craft a brief and compelling elevator pitch (introduction) highlighting your skills, experiences, and career goals.
- Consider reviewing your experiences featured on your resume and also bringing your resume to the event.

Start with a Greeting

- Start with the basics: your name, your major and/or minor and an opening statement, "I'd like to learn more about what your company does."
- Share relevant aspects of your experience and connect your skills with the employer's needs. Remember to smile and maintain eye contact.

Ask Open-Ended & Follow Up Questions

- Show genuine interest by asking open-ended questions. You may consider asking about the company culture, recent projects you've seen on the company's website or their LinkedIn page, or about any career opportunities.
- Be sure to pay attention to what the employer is saying and respond thoughtfully, expressing your enthusiasm for the company and their work.

Exchange Contact Information & Follow Up

- If the conversation goes well, exchange contact information, business cards, and/or follow or connect on LinkedIn. Express your interest in staying connected and potentially exploring opportunities.
- Be sure to send a follow-up email within a day or two expressing your gratitude for the conversation.

Remember to be genuine, professional, and respectful during the interaction. Building a network is about establishing meaningful connections, and a positive encounter at a networking event can leave a lasting impression.

SEE PAGE 2 FOR OUTREACH EXAMPLES →

EXAMPLE OF EMAIL COMMUNICATION:

SUBJECT LINE: Thanks for Your Time for [x] Meeting

Hello [Employer Name],

I hope you are doing well. My name is [first and last name] and I am a Suffolk University [student or graduate] studying [x] major. Thank you for taking the time to visit the Suffolk University campus on [date] for the [name of the event]. It was so nice to meet you and learn more about [the individual/name of company/the position].

Your company stands out to me because [note at least one thing that you learned from the employer or alum during the event]. I would welcome the opportunity to speak with you to share more about my background and how I could contribute to [name of company] and can work around your availability. In case it is helpful, I have attached a copy of my resume.

Thank you for your time and consideration.

Sincerely,

[First and Last Name]

EXAMPLE OF LINKEDIN CONNECTION REQUEST:

Add a note to a connection request:

Hello [Employer Name],

We met at Suffolk last week, at the X event, and I enjoyed our conversation. I would like to connect with you for any follow up.