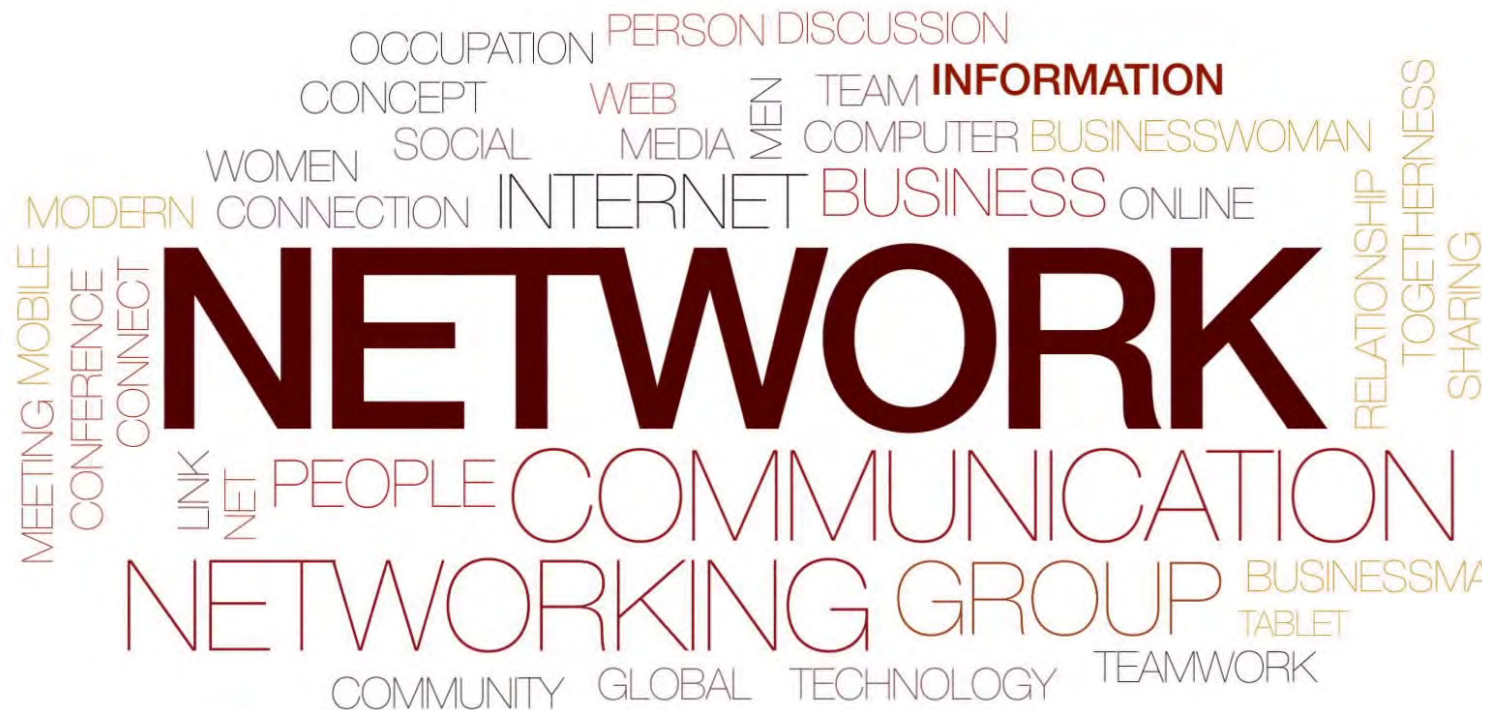




Networking & Business Etiquette

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An activity by which business-people meet to form relationships and to recognize, create, or act upon opportunities, share information and seek potential partners for future endeavors.

A group of diverse business professionals in a networking event. In the foreground, a man in a light grey suit and red tie is handing a business card to a woman in a white shirt. To his left, a woman in a brown dress is also interacting. In the background, several other people in business attire are engaged in conversations. The scene is set in a modern, brightly lit indoor space.

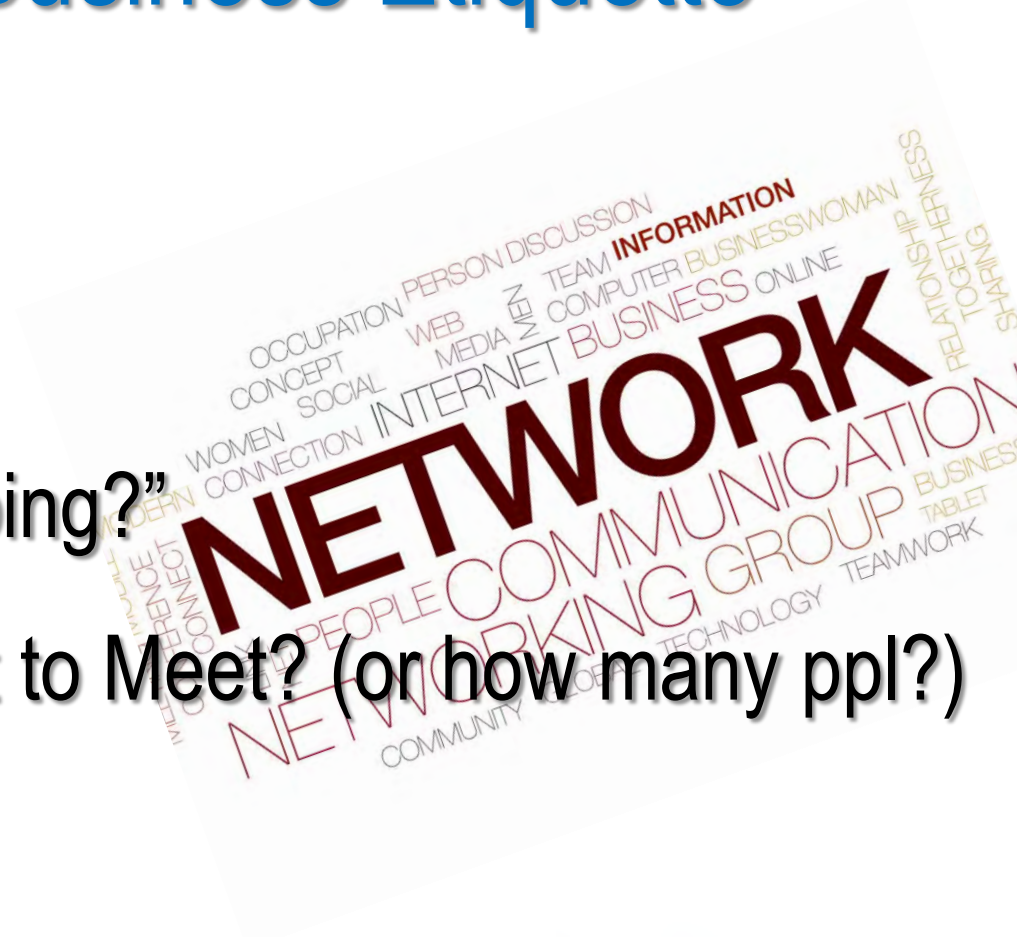
Networking How To's

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How To's:

Have A Goal

- ✓ Ask “Why Am I Going?”
- ✓ Who Do You Want to Meet? (or how many ppl?)
- ✓ What's Success?



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How To's:

Make An Effective Introduction <i.e. elevator speech>

- ✓ Make Eye Contact/Firm Handshake/Smile
- ✓ State Name & Something About Yourself
- ✓ Indicate An Interest or Why You Are There

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How To's:

Make An Effective Introduction <examples>

- ✓ I'm Brian Jones, and I am a senior, marketing major, looking to graduate in Spring 2022.
- ✓ I'm Joan Brown, I recently graduated from the from the University of Memphis....
- ✓ I'm James Smith from ACME Incorporated....

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How To's:

Listen...Speak

- ✓ Finish Intro → Make Statement/Ask Question
- ✓ Pay Attention to What's Being Said
- ✓ Remember Points to Comment On
- ✓ Watch Your Body-Language...Be Interested.

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How To's:

Have Questions Prepared *(show interest)*

- ✓ How do you like working for your company?
- ✓ What's the culture like at your company?
- ✓ What's your primary role or responsibility?
- ✓ How did you get involved in your field?

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How To's:

Dress To Impress

- ✓ Be Professional
- ✓ Know the Event/Organization/Attendees
- ✓ Be Comfortable



A high-angle, slightly blurred photograph of a diverse group of people at a social gathering, possibly a networking event or a party. The people are dressed in semi-formal attire, including blouses, sweaters, and a suit. Many are holding glasses of wine or beer, suggesting a relaxed atmosphere. The background shows a bar area with various bottles and a person behind the counter. The overall lighting is warm and ambient. Overlaid on the center of the image is the text 'Introductions <practice>' in a white, sans-serif font. The word 'Introductions' is in a standard weight, while '<practice>' is in an italicized font, enclosed in angle brackets. The text has a subtle blue glow or shadow effect, making it stand out against the busy background.

Introductions <practice>

A vibrant, high-angle photograph of a diverse group of people socializing at a bar or event. The scene is filled with individuals of various ages and ethnicities, some holding drinks, engaged in conversations. The lighting is warm and ambient, typical of a nightlife setting. The background shows a bar counter with bottles and staff members. The overall atmosphere is lively and social.

Things to Consider

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Small Talk

- Be aware of current events, BUT avoid politics, religion, philosophical “views.”
- Sample Questions....
 - “Do you follow Tiger sports?”
 - “Do you volunteer for other activities?”
 - “How do you think my generation can help the community?”



How To Interject....

- Approach the person, if their body-language is “open.”
- Nod, smile...until there's a break in conversation.
- If body-language is closed, then find them later.



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How To Close....

- Don't monopolize their time. (5 mins per person)
- Look for spot to end... *"Great to talk to you...I'll let you mingle with some others...I'll be sure to follow-up."*



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Afterwards....

- Make notes about who you met.
- If you have business card, send very quick/short e-mail.
- Connect on LinkedIn.
- Add people to your contact list.



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“Common Sense Ques”....

- Be Responsive To Communications

- ✓ Respond to Invitation (*RSVP if requested or decline request*)
- ✓ If you commit....show up.
- ✓ Be Aware of “Personal Space” communication
 - Breath, Cologne, Neatness, Hygiene

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“Common Sense Ques”....

- **Light Means Light**

- ✓ Hors d'oeuvres (small dishes, appetizers, etc.)
- ✓ Don't over-load your plate (maintain cup & plate “balance”)
- ✓ If necessary, eat before you get there (goal is not to get full)



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QUESTIONS?



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