

- People
- Finance
- Supply chain
- Marketing
- Market research
- Concept / Business planning



NETWORKING CHECKLIST

Networking - It is not all about you, but also about the people you meet and building relationships.

FINDING EVENTS

- Ask around your immediate network of friends, family and acquaintances
- Check networking sites like Eventbrite and Meetup
- Research social media sites like Facebook and LinkedIn offer event searching – with the added bonus that you can research interested people and make connections outside of the networking event itself
- Consider local Chamber of Commerce, Federation of Small Business, Social Enterprise Groups, Round Table and Rotary groups, they often offer events; there may be a registration fee but they will attract plenty of local business
- Learn to spot events to avoid – find events that are relevant to you
- Or you could always host your own event, advertised in local media and supported by the above

BEFORE THE EVENT

- Set yourself some goals – number, type of person you want to meet
- Make sure you understand the theme of the event, including dress code
- Secure list of attendees, speak with the organiser, who will be able to help
- Research key attendees (LinkedIn and/or Facebook)
- Identify whom you would like to meet
- Memorise icebreaker questions
- Memorise 30-second 'elevator pitch'
- Have your business card ready



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DURING THE EVENT

- Arrive early, start to mingle
- Do not stand in a group with your friends for the whole event
- Be confident and introduce yourself, make a positive impression, don't just watch
- Bring people standing alone into the conversation
- Ask icebreaker questions
- Ask about their business and interests
- Be interested in what others have to say
- Don't just talk to one person, move on, please expect this at a networking event
- Do not launch into your 'elevator pitch' – wait to be asked
- Collect business cards, don't put it straight in your pocket, add a note after you have excused yourself before talking to the next person
- Maintain eye contact, but do not stare
- Have an exit strategy ready to help you move on, if needed
- Enjoy the event

AFTER THE EVENT

- Organise the business cards and contacts made, adding short notes
- Do follow up e-mails / add new contacts to your social media channels
- If you have agreed to send on information do it straight away

DO's AND DON'Ts - A QUICK RECAP

Do:

- Plan
- Research the attendees
- Listen and take a genuine interest in other people
- Bring people standing alone into the conversation
- Circulate
- Follow up contacts after the event and do what you said you would do

Do not:

- Stand in a group with friends
- Push your story - wait to be asked or bring it into the conversation at the appropriate moment
- Stand with the same person throughout the event - introduce them to someone else and move on

The key to building a good network is to know why you need it. Having a clear objective is the best way to start networking. Your objective could be to help you find a job in a particular sector or it could be to learn more about a particular career.*

Equally, networking can help you to progress your business idea, meet key people in your chosen area, understand your target market or develop and grow a business you are already running.

* Redmond, P. (2010) *The Graduate Jobs Formula: How to land your dream career*. Richmond: Trotman. Page 203

FOR HELP AND SUPPORT CONTACT:

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