



FALMOUTH
UNIVERSITY

Lecture 7: Networking

GAM340: Professional Practice
BA(Hons) Game Development

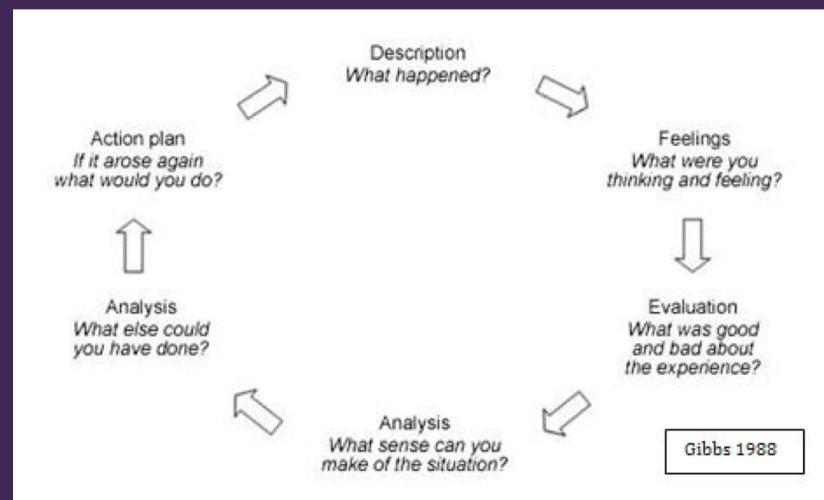
- SSLG preamble
 - *You said, we did*
 - Lectures are too long
 - Lectures are boring
 - Lectures are confusing

- SSLG preamble
 - ‘*You said, we did*’
 - Lectures are too long
 - Lectures are boring
 - Lectures are confusing
 - Resumé advice tends to be highly contradictory:
 - » Number of pages
 - » Style (infographic vs. text vs. bullet points vs. highlights)
 - » Value of hobbies and interests / other work etc
 - » Make sure your resumé contains enough information to describe what you have done and what you want to do

- GAM340 Assignment 2 ‘Promotional Materials’
 - Due 18/11/2019
 - Resumé
 - LinkedIn portfolio
 - Professional website
 - Should have the skeleton of your website in place
 - & links to other content
 - Can contain placeholders for your hero pieces

- GAM340 Assignment 1 '~~Professional Practice Report~~'
 - Hero piece(s)
 - Peer Review, week 9
 - Discipline led, done in review sessions
 - Done in Learning Space
 - Make sure you have some content for review
 - Due 12/12/2019 (week 12)
 - Hero content for your portfolio
 - Submit a link
 - Showcase after xmas (week 13)

- GAM320 Assignment 2 ‘Evaluation’
 - Due 8/11/2019
 - 1,500 word report +/- 10%
 - Follow the rubric & additional guidance
 - Use the weighting to work out word count for each section
 - Using a reflective practice framework may help you to marshal your experiences and thoughts into a plan



- GAM320 Assignment 2 ‘Evaluation’
 - Due 8/11/2019
 - SMART goals
 - Think deeply about ‘specific’
 - » *‘git gud at art / programming / design / writing’ is not specific*
 - Think about ‘measurable’
 - » How will you know when you have improved, either quantitatively or qualitatively?
 - What is realistic for the time you have available to spend on this?

- Learning Outcomes
 - **Develop** strategies for building small yet meaningful networks of support
 - **Assess** social networks, and those within networks, for their ability and likelihood to support you in a professional manner
 - **Avoid** toxic environments



- Networking, what do we even mean by networking?

- Networking, what do we even mean by networking?
 - For the people from EGX, did you do any networking with these?

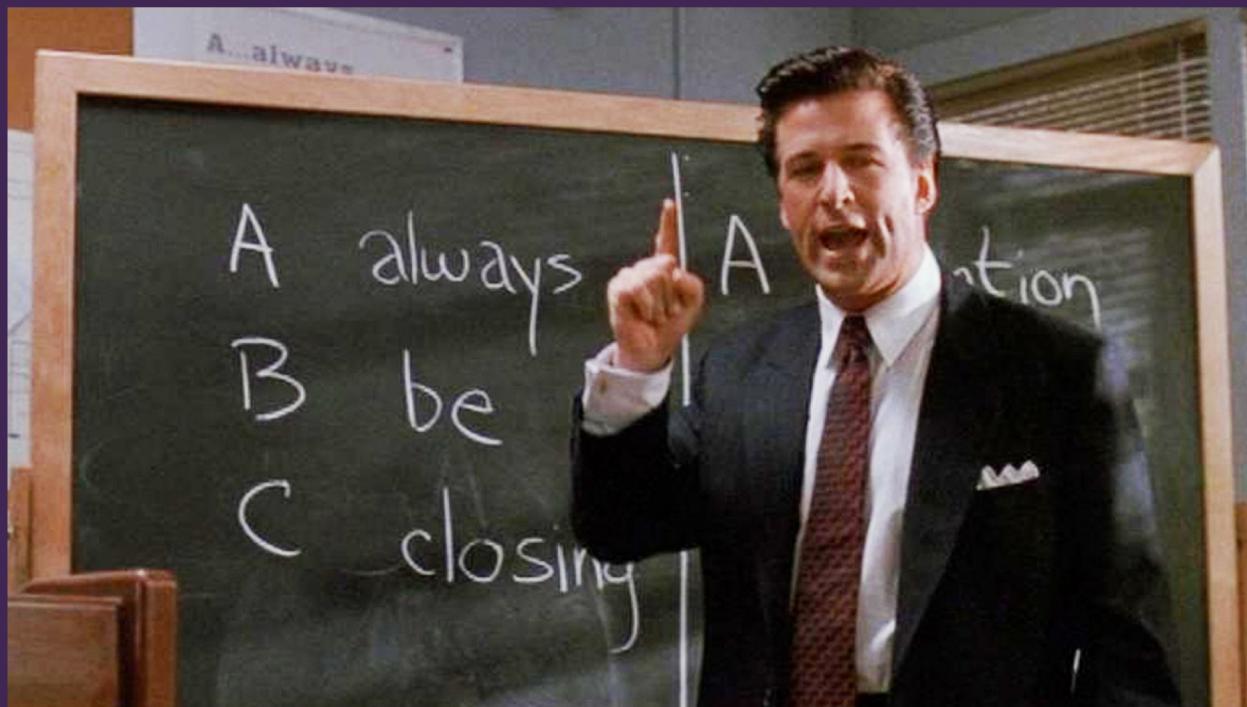


- What were your experiences & outcomes?

- Networking, what do we even mean by networking?
 - Traditionally:
 - Having a huge database of names
 - Getting in front of people to prospect for business
 - Schmoozing and boozing
 - "*The process of developing and using your contacts to increase your business, enhance your knowledge, expand your sphere of influence or serve your community.*" – Ivan Misner
 - <https://www.entrepreneur.com/article/225067>

- Networking, what do we even mean by networking?
 - Traditionally:
 - Having a huge database of names
 - Getting in front of people to prospect for business
 - Schmoozing and boozing
 - Traditional ‘paper-based’ networking was geared around business cards
 - Attend meetings specifically to exchange them
 - Then using them to sell / pitch / schmooze to & with

- Networking, what do we even mean by networking?
 - Traditional ‘paper-based’ networking was geared around business cards
 - And geared around sales



From 'Glengarry Glen Ross'

- Networking, what do we even mean by networking?
 - Traditional ‘paper-based’ networking was geared around business cards
 - And geared around sales



- Networking, what do we even mean by networking?
 - Traditional ‘paper-based’ networking was geared around business cards
 - And geared around sales
 - Collect business cards
 - Perform sales funnel (AIDA & ABC)
 - This is why shows will have a lot of raffles / lotteries based on business cards
 - Collect names & details
 - Sell names, products & services

- Networking, what do we even mean by networking?
 - Traditional ‘paper-based’ networking was geared around business cards



Kevin Plank • 3rd+

Founder & CEO at Under Armour

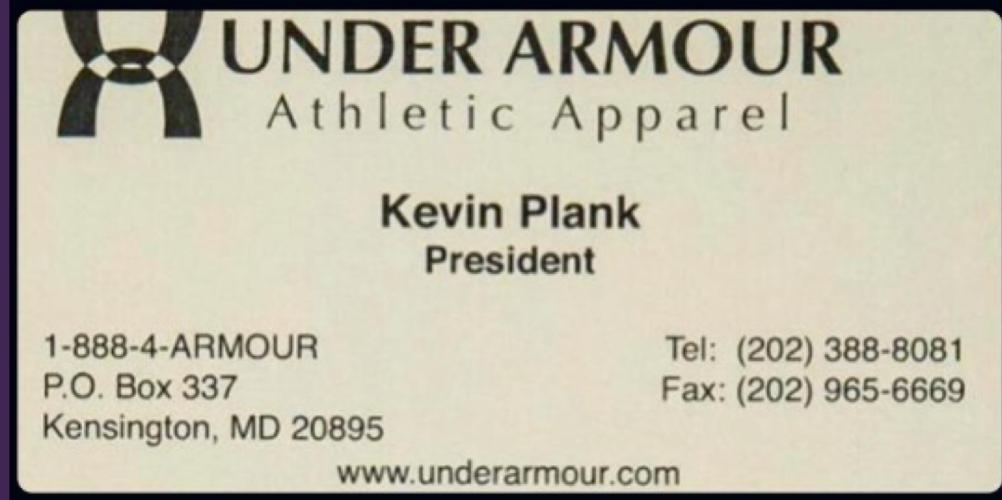
1d

...

When [Under Armour](#) first started, I had to play a lot of roles to make it work. One of the ways I did that was always carrying 2 business cards....One read, "Kevin Plank, President" in case I was meeting with a vendor or someone who needed to know that I could make a decision. The other read, "Kevin Plank, Sales Manager." I wanted to project Under Armour as a bigger business and beyond my 23 years of age....that it wasn't just me or me and Kip...that there was a headquarters (not just grandma's basement) and an absolute belief in the company I wanted to be, versus where we were at the time.

It also gave me a great answer when customers wanted a lower price. As a sales manager, I could just say, "Listen, I'd love to give you a better deal, but I'm just the sales guy and the big boss back at the home office will never go for it...." #1996

- Networking, what do we even mean by networking?
 - Traditional ‘paper-based’ networking was geared around business cards





- How can you make traditional networking work for you?

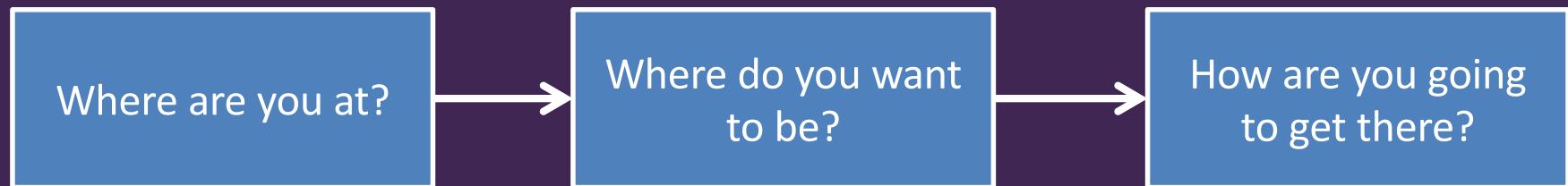
- How can you make traditional networking work for you?
 - Traditional networkers have clear goals
 - Meet all the people in the room
 - Get cards from all the ‘prospects’
 - Organise X follow-on meet ups
 - This is great if you are a massive extravert

- How can you make traditional networking work for you?
 - What do you want to achieve from your traditional networking activities?

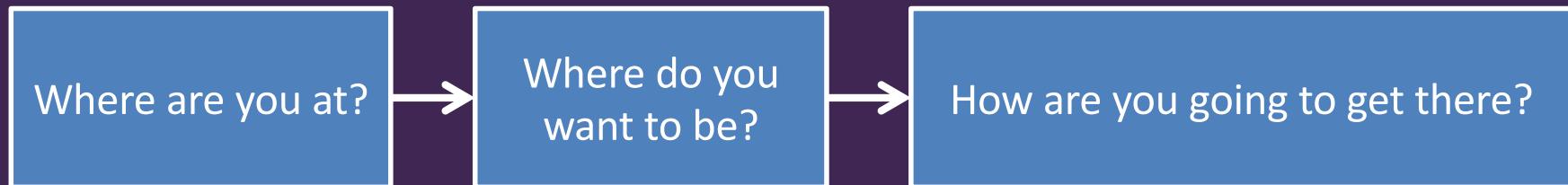
- How can you make traditional networking work for you?
 - What do you want to achieve from your traditional networking activities?
 - What if I hate the idea of spending a lot of time in a room of strangers?
 - From MBTI
 - » E (extravert) means you get ‘energy’ from events / people
 - » I (introvert) events / people are likely to drain you
 - <https://www.myersbriggs.org/my-mbti-personality-type/mbti-basics/extraversion-or-introversion.htm>

- How can you make traditional networking work for you?
 - What do you want to achieve from your traditional networking activities?
 - If you are an introvert, look to limit the amount of work you do
 - Other forms of networking may help you better, we will look at those later.

- How can you make traditional networking work for you?
 - What do you want to achieve from your traditional networking activities?
 - Work out what your goals are and then work out how to achieve them



- How can you make traditional networking work for you?



I'm looking for a job	Getting interviews	Take loads of business cards with a link to your resume / portfolio on them and give them to companies / recruiters Hand them out like confetti
I have a game pitch to publish (book a demo stand!)	Getting meetings with publishers	Take cards / flyers with game details Take videos of game (mobile) Take demo of game (laptop)
I'm looking to build relationships with other developers	Building my social network	Take loads of business cards and go drinking / go to relevant sessions Consider taking up smoking / vaping as a social lubricant

- How can you make traditional networking work for you?



- How can you make traditional networking work for you?
 - Choose your traditional networking events carefully!

QStore Self Storage & Business Centre Saltash is 😊 feeling proud at QStore Self Storage & Business Centre Saltash.
1 April · Saltash · 0

Another great Tamar Business Network breakfast @ QStore Business Centre in Saltash. Thank you to Ann Snell for being guest co-host and donating the business card draw bottle of wine for Sarah Gillies of PSP Group to win - enjoy Sarah 😊 Thank you once again to Debbie Clement-Large for her talk and well done to the members for raising £65 on the day for Soo Brizzell & Shekinah. #networking #saltash #plymouth

Jason Lord
4 September

Huge thanks to nDreams and Stellar Entertainment for sponsoring the Guildford GameDev Drinks. Come along and meet the sponsors, hear the great things they are up to.

Get your tickets from <https://www.eventbrite.co.uk/e/guildford-gamedev-drinks-19t...>

19-9-2019
6 - 10.30pm

G
PEWS
21 Chapel St
Guildford
GU1 3UL

GUILDFORD GAMEDEV DRINKS

nDreams

LiQuID

ETCH.
Play

Mads Simonsen shared a photo.
23 April

Life Drawing Tomorrow,
7 to 9:30 pm,
price is £8.
St Nicolas Church
Bury St, Guildford GU2 4AW
(entrance around the back! from Bury St)
Guildford Life drawing Drop-in

Guildford Life Drawing
Model This Wednesday: TOBY

Wednesday 24 April
7-9:30 pm, price £8,
no need to signup just drop in!
St Nicolas Church
Bury St, Guildford GU2 4AW
(entrance around the back! from Bury St)

GuildfordLifeDrawing@gmail.com

- How can you make traditional networking work for you?

– Choose your traditional networking events carefully!

Phoebe Herring is at Beerwolf Books.
2 October - Falmouth ·

Last couple days of #inktober plus #drinkanddrawfalmouth stuff from today



Saturday, November 9, 2019

Cornwall Tech Jam - November

Hosted by [Stephen Amor](#) and [Robert Wiltshire](#)
From [Cornwall Digital Meetup Group](#)
Public group

Monday, November 4, 2019

Falmouth Board Games

Hosted by [im](#)
From [Exploring Cornwall Meetup](#)
Public group

Details

- What we'll do
Board games and friendly chats, beer optional.
- What to bring
Games if you've got them.
- Important to know

Thursday, November 28, 2019

Special Event - Big Data Challenges in Physics

Hosted by [Tariq R.](#)
From [Data Science Cornwall](#)
Public group



Thursd...
AIR - A...
Cornwall Innovation...
Camborne School of Mines
Falmouth & Penryn

CoderDojo Cornwall

Falmouth, United Kingdom
145 members · Public group
Organized by Tariq R.



CoderDojo Cornwall

Share:



- Non-traditional networking

- Non-traditional networking
 - Are these relevant?
 - Having a huge database of names
 - Getting in front of people to prospect for business
 - Schmoozing and boozing

The collage includes:

- A screenshot of a social media profile showing connection counts: 99+ friends, 31 messages, and 58 groups.
- A button labeled "See connections (500+)" with a user icon.
- A Kickstarter project page for "Gameboard-1", a portable, interactive console for tabletop game libraries. It shows a video thumbnail, a photo of a person playing on the device, and the following details:
 - Goal: £133,614 (pledged of £77,273 goal)
 - Backers: 609
 - Time left: 5 days to go
 - Call-to-action: "Back this project"
 - Social sharing buttons for Facebook and Twitter
 - Small text at the bottom: "All or nothing. This project will only be funded if it reaches its funding goal by 11 Nov 2015."

Events

Today Tomorrow Next Week Next Weekend This Month Next Month

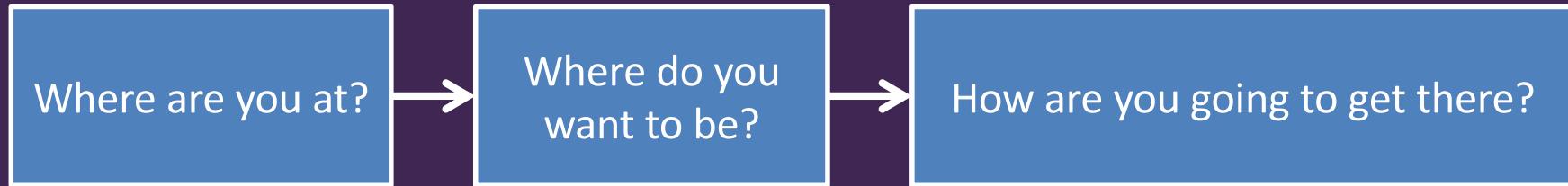
	2 NOV AdventureX Narrative Games Convention Sat 2 Nov – Sun 3 Nov The British Library, 96 Euston Rd London
	3 NOV London Gaming Market Today Royal National Hotel, 38-51 Bedford Way London
	2 NOV Bristol Anime And Gaming Con Sat 2 Nov – Sun 3 Nov Future Inns, Bond St, Bristol Bristol





- Non-traditional networking
 - Social media based-networking
 - Can work better if you are an introvert
 - Asynchronous nature of communication means you can engage at your leisure
 - Digital nature of communication means reduces FOMO

- Non-traditional networking
 - Social media based-networking



I'm looking for a job	Getting interviews	Follow game companies Follow recruitment companies Follow game developers at companies you find interesting / would like to work for (Build a portfolio of relevant content, post it on relevant fora) Engage on relevant fora
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- Non-traditional networking
 - Postings in facebook/Falmouth Games Academy Alumni (Oct)

Douglas Brown shared a link.
AMG are hiring again! <https://www.antimattergames.com/jobs>

Heidi Ball shared a link.
Jobs at King:

Rebecca Taylor
25 October at 21:00
Remote position

FREELANCE 2D ANIMATOR

Love games and 2D animation? Want to work with some talented and passionate folks? This Unity-based independent game project might be looking for you!

Are you familiar with:
2D character animations (walk cycles, expressions, etc.)
in sprite sheet format (not to be confused with pixel art).
"What does that mean? Check out the link in the description
for footage of the sort of sprites we've got in mind
Fully animated sequences
Creating animations in style of project's art direction

EXTRAS!
Unity experience is a plus
Please email your resume, portfolio, and a little blurb about
yourself to INFO@STARLITELABS.COM

Gareth Lewis
23 October at 22:00

We're hiring!
We're looking for exceptional 2D and 3D
freelance artists to join our multi-talented
studio in London.

Interested?
jobs@nexusstudios.com

Gareth Lewis shared a link.
Programmer and artist roles available at Playsport Games.
Hello! 😊

Playsport Games, developers of the Motorsport Manager series, are looking for talented programmers to join the team on an exciting new project. 🎉

We've recently moved into our new office in the heart of Guildford. We're a team of 18 close-knit developers and I genuinely love working with them all.

... See more

MME MOBILE
PLAYSPORTGAMES.COM
Playsport Games – Creator of Motorsport Manager

Q and A: Luke Finlay-Maxwell, Game Designer at Playsport GamesFollowing the popularity of our Q and A with Gustavo, our senior programmer,...

Gareth Lewis shared a link.
<https://careers.wetafx.co.nz/jobs/63>

weta DIGITAL

Lizzi Osborne shared a post.
22 October at 08:14

LEAGUE OF GEEKS IS HIRING

TECHNICAL DESIGNER
FINE-TUNE OUR GAMEPLAY SO OUR AMBITIOUS NEW PROJECT BECOMES AS GOOD AS IT CAN BE!

MORE INFO AT LEAGUEOFGEEKS.COM/CAREERS

Douglas Brown shared a link.
Admin - 1 October

Firesprite have hired quite a few of our grads now, and they have more roles available!

<https://firesprite.com/>

FIRESPRITE.COM
Firesprite - a video game development studio based in the heart of Liverpool city centre, UK.

Firesprite - A brand new game development studio based in the heart of Liverpool city...

Rory Summerley shared a link.
17 October at 09:21

Any alumni living or looking to move to London and considering some experience in games education, give this role a look. The syllabus is based on the same one run at Falmouth.

ACM the academy of contemporary music

Ryan Montgomery
7 October at 14:59

Hi! Are there any Programmers still floating around falmouth looking for work?

My Launchpad team is in need of a good programmer to work for us, prices can be discussed!

Edit: We are using Unity with C#

You and 1 other 1 comment Seen by 139

Douglas Brown shared a link.
Admin - 22 October at 09:22

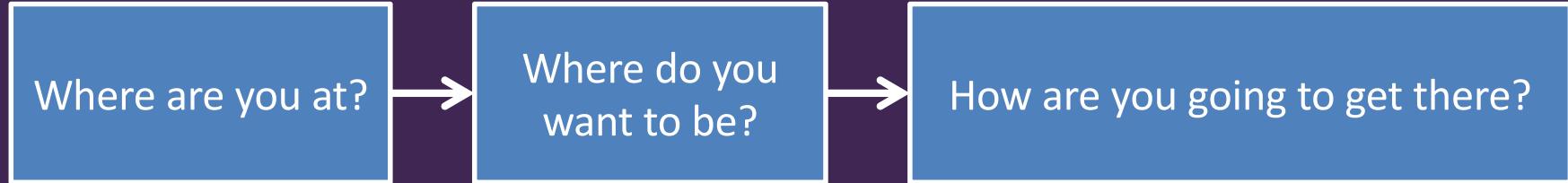
Puny Astronaut is currently looking for a full-time character artist to expand our team in Dundee, and we were hoping you could pass on the posting to your graduates who may be interested in the position. We'd be very grateful for your help.

The details can be found on our website:

PUNYASTRONAUT.COM
Careers — Puny Astronaut

We're a team of imagination-driven artists, designers, and developers...

- Non-traditional networking
 - Social media based-networking



I have a game pitch to publish	Generate interest	Create suitable groups on social media to publicise development & game Build networks with other indie gamedevs Follow publishers & game funders Follow influencers
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- Non-traditional networking
 - Social media based-networking

Mike Bithell

3,469 Tweets

Profile Picture: A man in a purple suit with "JOHN WICK HEX" on it.

Bio: Game director + writer (John Wick Hex, Thomas Was Alone, Volume, Subsurface Circular & Quarantine Circular). Sometimes interesting. He/him

Location: Manchester, at a computer store.steampowered.com/search/?developer=Mike%20Bithell

Joined: February 2008

Following: 2,981 Following **Followers:** 59.3K Followers

Followed by: Richard Spoop, Haunted Games Dev ↳ EGX Game Jam!, Simon Colton, and 78 others you follow

cliffski

31.2K Tweets

Profile Picture: A man in a blue shirt.

Bio: Founder of Positech Games, Maker of Production Line, Democracy & Gratuitous Space Battles, Also blogging at cliffski.com

Location: UK positech.co.uk Joined June 2008

Following: 148 Following **Followers:** 11.3K Followers

Followed by: Dom Starr ↳ AdventureX, Richard Spoop, Haunted Games Dev ↳ EGX Game Jam!, and 43 others you follow

Terry Cavanagh

19.5K Tweets

Profile Picture: A blue robot head.

Bio: Made Dicey Dungeons with @chipzel, @marlowedobbe, @jdbaudi and co! he/him

Location: London distractionware.com Joined April 2009

Following: 736 Following **Followers:** 53.2K Followers

Followed by: Richard Spoop, Haunted Games Dev ↳ EGX Game Jam!, Col Rodgers, and 46 others you follow

Jake Birkett - Indie Extraordinaire

69.8K Tweets

Profile Picture: A man in a pirate hat.

Bio: Hi, I'm Jake Birkett, indie developer since 2005, owner of Grey Alien Games, creator of Shadowhand and Regency Solitaire + more. Now working on Ancient Enemy!

Location: Dorset, UK greyaliengames.com Joined February 2009

Following: 2,172 Following **Followers:** 10.1K Followers

Followed by: Richard Spoop, Haunted Games Dev ↳ EGX Game Jam!, Kyle Wildman, and 44 others you follow

Chella Ramanan #advx19

19.2K Tweets

Profile Picture: A woman playing a keyboard.

Bio: Narrative designer @ubimassive Indie dev @3foldgames @WindrushTales Podcast @arguecast ↳ @Glibz 100 2018/19 @POCinPlay 🍃 Game Dev Hero 2019 She/her

Location: Malmö, Sweden Joined April 2014

Following: 2,506 Following **Followers:** 4,002 Followers

Followed by: spooks! 🌈, The BGI, and 16 others you follow

Leigh Alexander

71.2K Tweets

Profile Picture: Two women in a car.

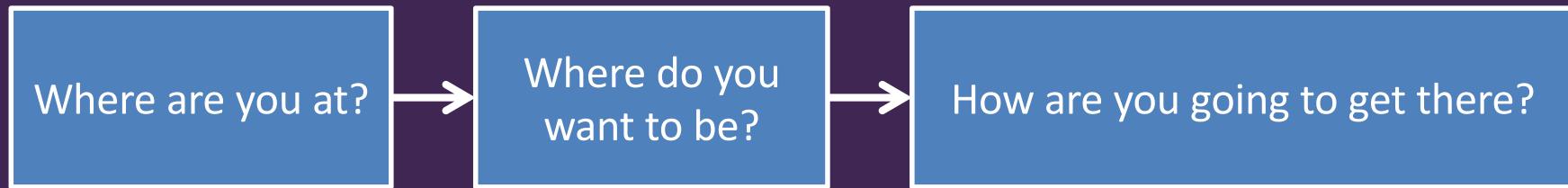
Bio: Award-winning writer & narrative designer (Reigns: Her Majesty/Game of Thrones, Love Island 2, others). Co-founder of upcoming Red Queens, with @betterthemask

Location: Brighton, UK leighalexander.net Joined October 2008

Following: 2,208 Following **Followers:** 141.3K Followers

Followed by: Dom Starr ↳ AdventureX, Richard Spoop, Haunted Games Dev ↳ EGX Game Jam!, and 48 others you follow

- Non-traditional networking
 - Social media based-networking



I'm looking to build relationships with other developers	Building my social network	Join networks of developers Connect with developers Share interests and approaches Engage in suitable interest groups
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- Non-traditional networking
 - Social media based-networking

 L. Ritter @paniq <div style="text-align: right;">Following</div> <p>Former demoscener, now indie gamedev, radical workflow reformer & all around yak barber at @duangle. Building Scopes & going NOWHERE.</p>	 phoenix perry @phoenixperry Follows you <div style="text-align: right;">Following</div> <p>Play Researcher, artist, activist + lunatic extraordinaire. Posts on hardware hacking, indie games, cats & politics. ❤️🕷️🐝👾⚡️</p>
 mike cook @mtrc <div style="text-align: right;">Following</div> <p>Royal Academy of Engineering AI Research Fellow: AI Creativity, Generative Systems, Automated Game Design. Also: @rogue_process @angelinasgames @procjam. He/Him</p>	 Derek Foster @DerekFoster <div style="text-align: right;">Following</div> <p>Associate Professor in Computer Science, backyard #astronomer #astrophotographer. Also #craftbeer, #urbex, and a bit of #regularshow</p>
 Gillian Smith @gillianmsmith <div style="text-align: right;">Following</div> <p>Assistant Professor @WPI. Game design, AI, computational craft, generative design, textiles, feminism, mom stories, dog photos. she/they</p>	 tanh(mmalex) 🦸‍♂️ @mmalex Follows you <div style="text-align: right;">Following</div> <p>visually motivated bloke working with co-founding friends of MediaMolecule on Dreams - the next-gen of Creative Gaming, on PS4</p>
 REX (Knights And Bikes OUT NOW!) ✅ @rexbox <div style="text-align: right;">Following</div> <p>Makes games with heart & art. Now: "Knights And Bikes" Prev: Creative Lead on Tearaway & Unfolded at Media Molecule & LittleBigPlanet vibes. BAFTA-getter.</p>	 Matthew Beakes @MatthewBeakes Follows you <div style="text-align: right;">Following</div> <p>Sometimes I draw a lot and try to make computer games, other times I make computer games and try to draw a lot.</p>
 Raph Koster @raphkoster <div style="text-align: right;">Following</div> <p>Game designer: ULTIMA ONLINE, STAR WARS GALAXIES, METAPLACE, & more. Writer: THEORY OF FUN, POSTMORTEMs, SUNDAY POEMS. Music: AFTER THE FLOOD. Speaker: lots.</p>	 Ian Bogost ✅ @ibogost <div style="text-align: right;">Following</div> <p>Writer and game designer. Professor of media studies, computing, business, architecture @GeorgiaTech. Contributing Writer @TheAtlantic. Editor @ObjectsObjects.</p>
 Dr Sherezade Garcia Rangel @Sherezita Follows you <div style="text-align: right;">Following</div> <p>I research & write. Lecturer @falwriting. Host & creator @WeAreOnTheHill. Venezuelan abroad. Not bad at playing Jenga. Views on my tweets my own.</p>	 Lorraine Underwood @LMcUnderwood <div style="text-align: right;">Following</div> <p>Senior Teaching Associate @LancasterUni, @raspberry_pi certified educator, @microbit_edu groupie, Maker, Mum to 2 boys, Ireland-bred, Yorkshire-living</p>

- Wrap-up
 - ‘Traditional’ networking may not suit your needs as a creative professional
 - Given it’s (generally) all about selling
 - Particularly if you are a typical introvert
 - However, can use it to achieve your goals
 - If you know what your goals are



- Wrap-up
 - Digital networking may suit your needs as a creative professional
 - Far less definition of what digital networking ‘does’
 - Particularly if you are a typical introvert
 - However, can use it to achieve your goals
 - If you know what your goals are

- Wrap-up
 - For both forms, the best advice is
 - ‘*Don’t be a dick*’ – Rich Barham
 - And remember, your digital footprints can cast a long shadow

Toby Young @toadmeister (it was his daughter, a minor at the time)
Danny Boyle's wife's got huge knockers. #Oscars
23/02/2009, 04:21

Toby Young @toadmeister Do Padma's breasts look bigger than normal? I think they do. #tcparty
3:02 AM - 10 Dec 2009

Toby Young @toadmeister What happened to Winkleman's breasts Put on some weight, girlie. #comicrelief
10:17 PM - 13 Mar 2009

Toby Young @toadmeister That's quite a cleavage behind EdM. #PMQs
12:05 PM - 27 Apr 2011

Toby Young @toadmeister Serious cleavage behind @Ed_Miliband's head. Anyone know who it belongs to? #pmqs
12:06 pm - 07 Mar 12

Toby Young @toadmeister In hotel room with five-months pregnant Padma. Her boobs are MASSIVE. Be careful what you wish for ...
12:00 AM - 24 Oct 2009

Justine Sacco @JustineSacco Follow

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

Reply Retweet Favorite More

4 RETWEETS 2 FAVORITES

10:19 AM - 20 Dec 13 from Hillingdon, London

<https://www.nytimes.com/2015/02/15/magazine/how-one-stupid-tweet-ruined-justine-sacos-life.html>



- Questions