

Networking

Establishing professional relationships

IN2015 Workshop 4, 2025/26

Please fill the room from the front, leave no gaps in seats and place bags under your chairs.



Learning Outcomes

At the end of this session, you will:

- Understand the role of networking for your career
- Feel confident about building contacts and relationships
- Develop your personal story
- Prepare for a networking event

The slide features a solid green background. On the left and right edges, there are decorative vertical strips. Each strip consists of a grid of squares, each divided diagonally from the top-left to the bottom-right. The left strip has a black and green checkerboard pattern, while the right strip has a white and green checkerboard pattern.

Networking:

what is it and why should you do it

When you hear “Networking” are you:





Networking is...

- Socialising with friends and family
- Engaging on social media (Insta, LinkedIn, forums...)
- Sharing ideas with your classmates and colleagues
- Exchange knowledge with people of the same interests
- Connecting with likeminded individuals
- Getting to know your lecturers and WBLs
- Building professional contacts
- Talking to professionals about industry and careers



Benefits of professional network

- Career exploration
- Increased job opportunities
- Broader and deeper knowledge
- Facilitates innovative ideas
- Faster career promotion
- Greater status and authority
- Improves quality of work and job satisfaction

Luckily, you can overcome aversion to networking!



Your peers say...

“The way I got my placement is, I met the previous placement student, and they referred me. So, it’s good to network. If there’s ever some events going on where you can meet potential employers; have a chat. You never know when you meet someone, they might just change your future. “

*Peter, BSc Computer science
Placement student 2022/23 at Sports Interactive*



Types of networking

Internal

connecting with people within your team, group, organisation

Structured

speed networking, roundtable discussions, job fairs, hackathons, panel & Q&A events, webinars, careers fairs, professional clubs

External

connecting with people outside immediate work environment

Unstructured

social gatherings, common and lecture rooms, canteen, volunteering, social media...

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How to network with confidence and start building professional network



Networking with confidence

1. Focus on learning:

- You decide on your motivational focus
- Keep growth mindset – get excited and curious about what positives can it bring to you?
- An opportunity for discovery and learning, not a chore



Networking with confidence

2. Focus on common goals/shared interest:

- Research/think why are you all here?(interest in tech, talent spotting, share of expertise, similar worldview, aspirations...). Follow trends/industry news to help you understand and connect
- Engage in activities together (collaborate on a project, academic/sports/prof competitions, mentoring)



Networking with confidence

3. It should be mutually beneficial, what can you offer? You have more to offer than you realise!

- Gratitude, recognition
- Enhanced reputation
- Opportunity to talk about smth they are passionate
- Unique insights, knowledge or trends



Networking with confidence

4. Keep it true and authentic to yourself:

- Wear clothing that makes you feel good and powerful;
- Becomes more natural with experience;
- Listen more than talk. If its hard to talk to strangers, make it easy for them to talk to you;
- Ask questions - be more interested in them than yourself;
- If you consider yourself an introvert [WATCH* The Power of the Introverts](#) (one of the top 25 most watched TED talks of all time)

The Power
of Introverts in a
World that Can't
Stop Talking

Quiet

SUSAN CAIN



TED

IDEAS WORTH SPREADING

TALKS



Start building professional network:

- **Family & Friends**

Start local, explore the potential opportunities closest to you first

- **Teachers**

Speak to your personal tutor or a lecturer from a particular module you enjoyed

Students have in the past secured opportunities to work on research projects with academics over the summer (value adding content for your CV)



Start building professional network:

- **Find mentors**

Signed up to the [Mentoring programme at City?](#)

- **Identify alumni**

Have you identified ways in which to find alumni?

Events at City, **LinkedIn (use filters to search for alumni – connect & ask questions)**

Start building professional network:

- **Professional bodies**

Seek out organisations/professional bodies. Join the BCS, they accredit your course.

The BCS Young Professionals Network (YPG).

<https://www.facebook.com/bcsypg>

- **Tech interest groups**

[Tech Society at City](#)

[Computer Science Society](#)

[Data Science and AI Society](#)

[Robotics Society](#)

[Women in STEM](#)



Start building professional network:

Thought leaders...

“Identify the people in your industries who always seem to be out. In front. Read their newsletters. In fact, read everything you can... Eventually, all this knowledge will build on itself, and you'll start making connections others aren't.”

Never Eat Alone
Ferrazzi (2005)

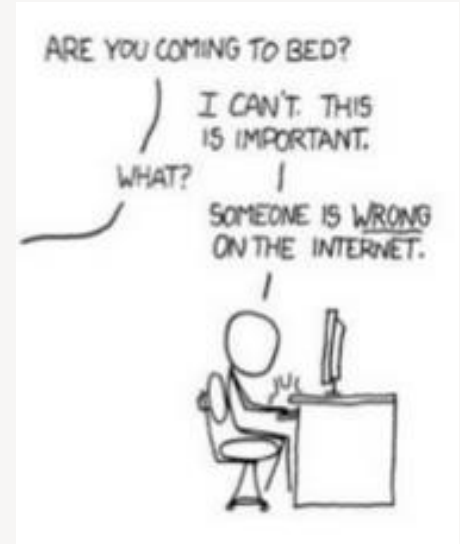
Networking in online communities

Engage with online communities (90:9:1 Rule)

90%	lurk in groups
9%	contribute
1%	initiate conversations

Subscribe/follow groups and thought leaders on LinkedIn, X

The more you know the more you have to talk about





LinkedIn



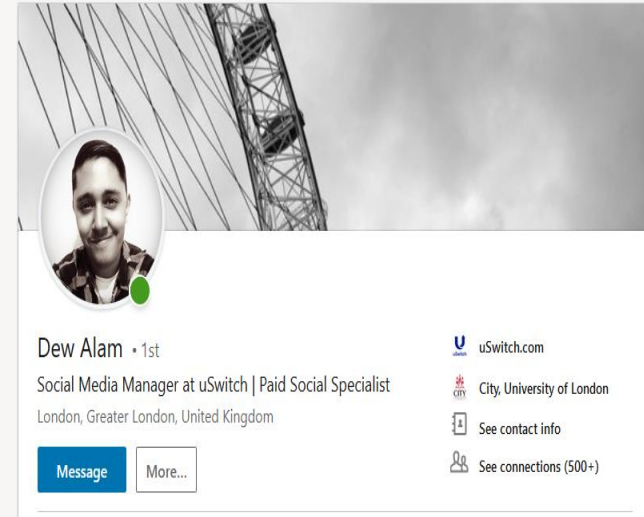
Search

- Incorporate key words (*check in job ads!*)
- Display professional photo
- Make sure it is up to date
- Talk about accomplishments instead of tasks
- Get the right recommendations
- Show off group memberships
- Relevant connections

Contribute online..

PDIT student Dew secured his placement commenting online & exchanging views with others on the release of a new tech device. The comments were spotted by a digital agency & he was offered a placement as a technical author

He is still working in a similar field now, years later

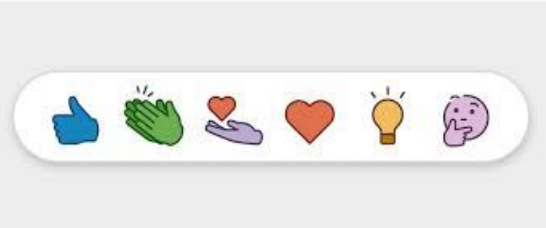


Active LinkedIn

Comment

- Engaging directly with the content by leaving feedback, questions, or adding to the discussion below the post.

React



Repost/share

- Creating a new post of your own that incorporates elements or full content from another post, often with your take, insights, or reasons for resharing.




Reposting on LinkedIn

Benefits

- Thought leadership
- Engaging with your network
- Increased visibility
- Support and amplify others
- Stay updated

Best practice

- Always credit original creators
- Add your own insights/comments
- Don't over-post
- Engage with comments
- Check the validity



Re-cap

- We network and build relationships without realising it;
- Professional networking is essential for career progression
- We can learn to enjoy networking and become confident
- Networking is mutually beneficial
- Gets easier the more you do it!
- Have up to date and active LinkedIn

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Preparation for networking events and career fairs

Before the event

Research

- Find out about the attendees – people and organisations they represent (sector, what they do, values, projects etc)
- Brush up on industry news;





Before the event

Determine your goals:

- What do you want to achieve? (for example, learn about their recruitment process, org culture, understand about skills needed to succeed, ask about a specific project, decide which career to pursue...)
- Why they are attending this event, what can I contribute? (ask questions, sign their mailing list, do you have any relevant ideas to share?)
- Think about how you want to introduce yourself. What would you say about yourself and your interests for a company CEO if you met them?



Before the event

Action plan:

I want to...

- talk with someone who works for or has contacts at [company/organisation/industry]
- meet two people who work in the field I plan to pursue
- give my CV or business card to three prospective employers, and obtain their cards/contact info/LinkedIn

Networking:

Think about potential questions

- What skills and experience did you need to secure your current role?
- How did you develop the skills needed for your current role?
- What do you most enjoy about your role?
- What are the challenges you face in your role?
- What is a typical day like in your role?
- What advice would you offer to an individual looking to grow a career in the same area as you?





On the day

Start small

- Start by identifying one person to speak to in order to develop a meaningful exchange

Be yourself

- Be genuine in your reasons to connect (be clear in your mind why you want to connect)

Draw Connections between your interests and theirs

- You will be able to do this if you have researched the attendees or the companies they work for (this isn't always possible)



On the day

Active listening

- Practise listening, to demonstrate that you are genuine but also in order for you to formulate questions. Strong listeners ask better questions

Display positive body language;

- A firm handshake (no limp wrists or bone crushers)
- Maintain eye contact
- Relax (!)



On the day

Ask politely for contact information

- Don't be afraid to ask for contact information or send a LinkedIn request as soon as the event is over

- **Follow up**

Don't get in touch only when you need something, build the relationship over time

Preparing for Tech@City

Placements and Internship fair Employer Talks

**9am-10:50am, Thursday, 30
October**

Oliver Thompson Lecture Theatre
and Foyer

Attendance at employability events can be
used as evidence for your IN2015
assessment (*skills: networking,
communication, business acumen...*)



Core Event Tech@City

- You will have the opportunity to visit the stall of different organisations, who will be recruiting for 2026 internships/ placements.
- Do your research prior to the event, to ask tailored questions on the opportunities available.
- Consider bringing some copies of your CV.



Tech@City Schedule

Everyone arrives in OTLT for a **prompt 9am start.**

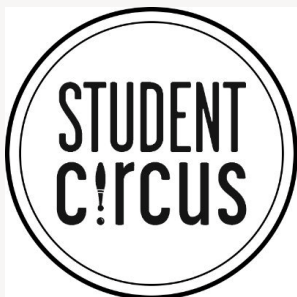
Group 1 (IN2015 Workshop Groups AB, CD & EF)

- **9 – 9:50am:** OTLT Talks (NHS, Expedia and Virgin Media O2)
- **9:55 – 10:45am:** Foyer Employer Stalls

Group 2 (IN2015 Workshop Groups GHL & IJK)

- **9 – 9:50am:** Foyer Employer Stalls
- **9:55 – 10:45am:** OTLT Talks (NHS, Expedia and Virgin Media O2)

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Tech@City:

Type of Roles & Job Titles Available

- Software development
- Data analysis/business intelligence
- Help desk support
- Technology strategy and innovation
- Automation
- Data analytics
- Digital transformation
- Technology consultancy
- Digital & Data
- Cybersecurity
- Service Desk Analyst
- Junior Developer
- ...Plus more!





Tech@City:

Potential questions to ask...



- Can you tell me more about what the placement/ internship would entail on a day to day basis?
- What projects have previous placement students/interns completed as part of the position?
- How many placement/internship vacancies do you have available for 2026?
- What advice would you have for the recruitment process?
- Do many placement students/interns return as graduates? What are the options available for this?
- How would you describe the culture of the company?



Activity 1: Preparing for Careers fair or Networking event

- 1. Research
- 2. Determine your goals/what you want to achieve
- 3. Create action plan

Take 10min – you can finish at home

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Building your personal story



Communicating your pitch

- Developing the ability to speak concisely, with enthusiasm and passion is a skill that requires practise
- A composed, calm & confident introduction can make a huge impression
- Relax, be yourself and be genuine

Let's hear some advice from the InternQueen on how to go about this...





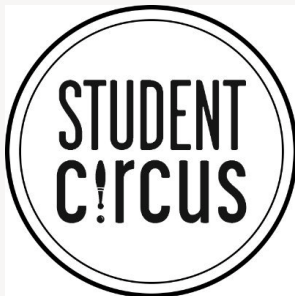
Activity 2 – Preparing for the Tech@City event

- Identify an employer attending the event that you want to work for.
- Note down **three** reasons why you want to work for them.

Create your pitch:

1. Introduce yourself (who are you, a little background);
2. Connect (why you are interested in them, reason for wanting to work with them);
3. Ask
4. Close

Tech@City:Exhibitors



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Activity 3 – Communicating your pitch

- Turn and face the person sat behind you. Imagine they are the executive of the company you have chosen
- You have **60** seconds to explain what you are studying, three reasons why you would like to work for them and what you are looking for
- Time each other and provide feedback on the following;
 - was it clear?
 - concise?
 - will you remember it tomorrow!



Remember

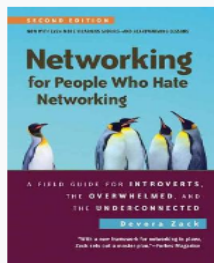
Develop meaningful relationships with those in the field(s), companies & organisations related to your career goals

- i. its awkward for everyone
- ii. people love talking about themselves
- iii. listen actively
- iv. develop thoughtful questions
- v. rehearse your pitch

When you hear “Networking” are you:



Reading list



Networking for People Who Hate Networking, Second Edition

Book - by Devora Zack - 2019

Availability

Digital copies

UNAVAILABLE

Physical copy

UNAVAILABLE

[View other formats/editions](#)

Buy from Wordery

£10.55

Details

Authors

Devora Zack

Published date

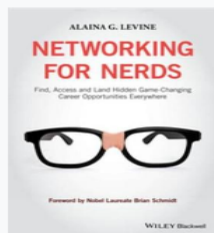
2019

Publisher

Berrett-Koehler Publishers

ISBN

9781523098538



Networking for Nerds

Book - by Alaina G. Levine; Brian Schmidt - 2015

Availability

Digital copies

UNAVAILABLE

Library

[CHECK AVAILABILITY](#)

[View other formats/editions](#)

Buy from Wordery

UNAVAILABLE

Details

Authors

Alaina G. Levine; Brian Schmidt

Published date

2015

Publisher

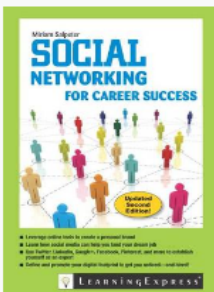
John Wiley & Sons Inc

Pub place

Hoboken

ISBN

9781118663752



Social Networking for Career Success

Book - by Miriam Salpeter - 2013

Availability

Digital copies

UNAVAILABLE

Physical copy

UNAVAILABLE

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Buy from Wordery

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Details

Authors

Miriam Salpeter

Published date

2013

Publisher

Learning Express (NY)

Edition

2nd Revised ed.

ISBN

9781576859841

Google AI Studio Workshop On-Campus

🕒 12:00 – 15:00, Tue 4 Nov, Room B411

In this interactive **3-hour session** you will gain hands-on experience with Google's latest AI tools and earn a **Google Skills Badge** to help your CV stand out. Join this session for the opportunity to gain insights directly from **Google experts** and to develop **practical skills**.

*To take part, please also create a **Google Skill Boost account** before the session with your **City St Georges email**: [Google Cloud Skills Boost](#)*

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