

# ASPIRE Module: Networking Pacing

6 Tuesdays

9a-10a

Led by Ashley Brady, PhD

Sept 25 | October 2 | October 9 | October 23 | October 30 | November 20

LST|CON November 15

## Slides and handouts:

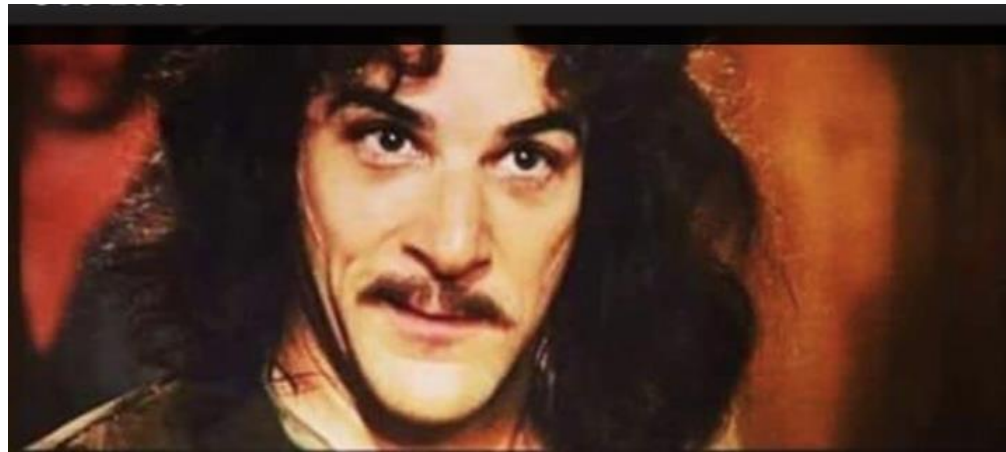
<https://medschool.vanderbilt.edu/aspire/2018-fall-aspire-networking-pacing-module>

**Ashley E. Brady, Ph.D.**

**BRET Office of Career Development**

Vanderbilt University

October 2, 2018



HELLO. MY NAME IS INIGO MONTOYA.  
YOU KILLED MY FATHER. PREPARE TO DIE.

### INIGO'S GUIDE TO NETWORKING SUCCESS

1. POLITE GREETING
2. NAME
3. RELEVANT PERSONAL LINK
4. MANAGE EXPECTATIONS

# ASPIRE Networking Pacing Workshop

1. Overview of Networking and Intro to Elevator Pitches
2. Practicing Elevator Pitches and Preparing for an Event
3. Individual Goals for LST|CON (or other conference) and Navigating Conversations
4. Requesting a meeting and follow-up
5. LinkedIn Power Boost
6. **Attend LST|CON (Nov 15, 2018)**
7. Post-event de-briefing and Strategies going forward



November 15 | 21C Museum Hotel| Nashville, TN

### WHAT IS LST|CON?

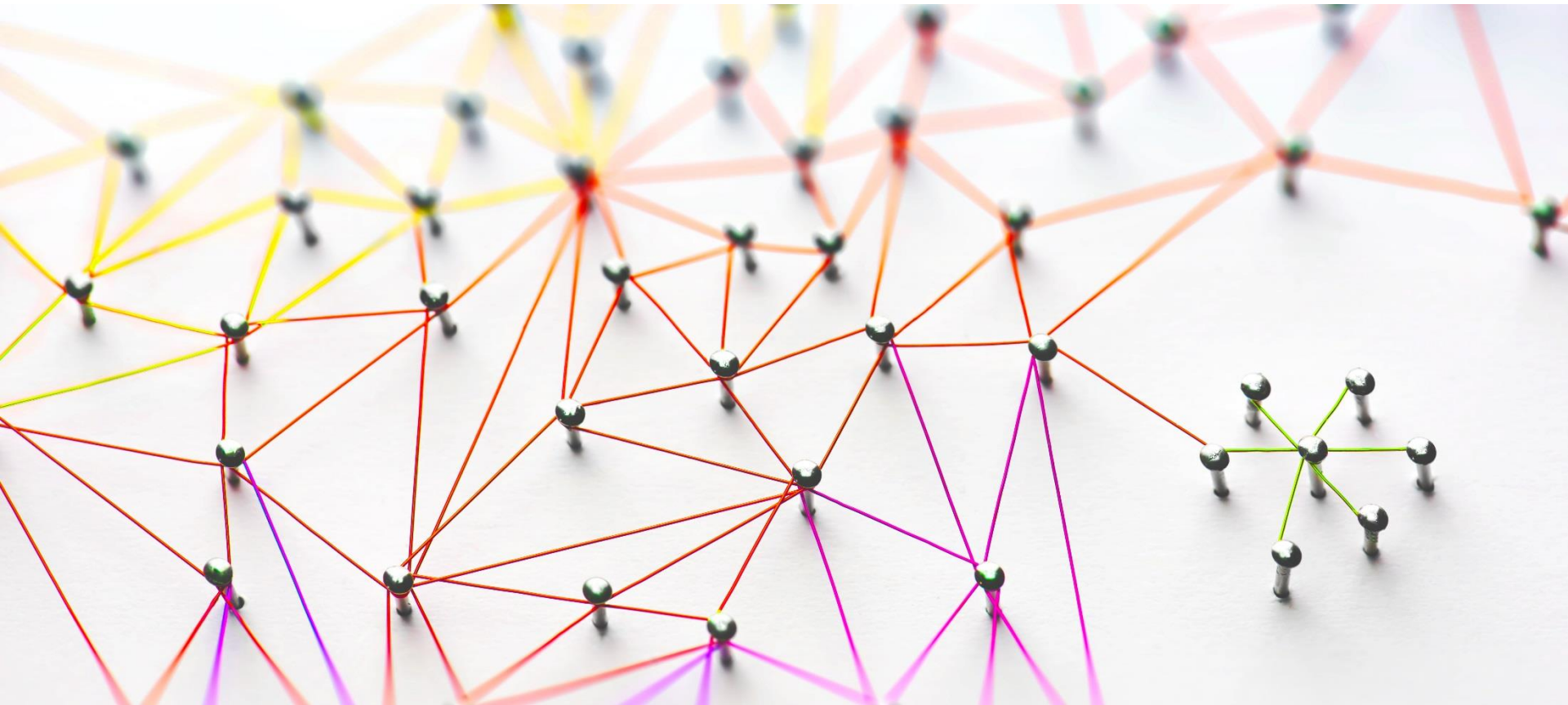
Life Science Tennessee's inaugural one-day, power-networking, and educational event, LST|CON, featuring industry experts and innovators. You'll network with other members, advocates and life science leaders to discuss the latest ideas, innovations and policies pertaining to our industry.

**ALL IN ONE DAY.**

- It's a fast-track, streamlined platform for members and industry leaders to share the latest technologies, news, and information that can power your business.
- **LST|CON** is the next new thing from Life Science Tennessee – an organization that you know from our effective advocacy, cutting-edge mentor network and strategic industry research.
- **LST|CON** is a powerful gathering that will provide you with updates on hot-button issues, as well as the knowledge and contacts you need to help you build your company and advance your technology.

<https://www.lifesciencetn.org/curabitur-quis-mi-at/>

# Networking Diaries Update?



# Individual Goals and Navigating Conversations

ASPIRE Networking Pacing Workshop

Session 3

October 9, 2018

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**Ashley E. Brady, Ph.D.**

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# Preparing for a Networking Event

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# Prepare Ahead of Time



What is the purpose of the event?

What kind of people will be at the event?

What organizations will be represented?

What is your goal in attending the event?



# Do your Research



## LST website:

- Committees (Workforce Development, Entrepreneurship etc...)
- Board of Directors
- LifeScience.FM podcasts (speakers)
- Newsletters
- Policy efforts
- Sponsors of meeting

Research  
Organization  
Website

Review  
Meeting  
Agenda

Research  
Speakers

Research  
Member  
Organizations

# Things to Bring with you:

- Business cards
- Pen and paper
- Enthusiasm
- Open mind, ready to learn



# What not to Bring?

- Resumes
- Gum
- Buzzing cell phones



# Homework: Setting Goals

- I want to meet 2 new people
- I want to learn about X organization/company
- I want to meet someone involved in Tech Commercialization, policy, Pharma or Biotech etc...

## **Identify 3-4 individuals or organizations you want to meet (don't just focus on speakers!):**

- Research them online (LinkedIn, Google, company website, Press releases, Tennessean etc...)
- Think about your elevator pitch relative to their interests? Does it need adjusting?
- Develop 3 questions to ask each of them

*(4<sup>th</sup> session we will try to set up meetings at the conference)*

# Networking Etiquette & Making a Good Impression

1. Smile and appear open to meeting people
2. Dress as you want others to perceive you- and be comfortable.
3. Put your phone away (please!)
4. No gum
5. Solid Handshake
6. Have a practiced, tailored elevator pitch
7. Put your name tag on the right side of body
8. Keep your business cards handy in a pocket (but don't be a card warrior)
9. Put others' business cards in your OTHER pocket (can take notes on the back of cards)

# Business Cards

Vanderbilt Printing Services

<https://printingservices.vanderbilt.edu>

1. Login using VUnet ID /password
2. Select “Printing Services”,  
“Business/Appt cards”
3. Select “School of Medicine” filter
4. There is only one choice.
5. Select Quantity (250 min, \$45.00)
6. Fill in required fields.
7. View Proof

## **Paying:**

- Ctr # if your Dept/PI will cover
- Otherwise, check or cash only
- For cash/check, enter all 0’s where ctr number is requested and make note in comments that you are paying cash
- Appx 1-week turnaround

**\* If making your own, CAN NOT use VU logo or other branding**

## **Customer Service**

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# Entering a Conversation



Successful Networking - the ultimate guide Christopher Barrat | TEDxAmRingSalon  
5:45- 8:55 min: Entering the conversation (who to target)

<https://www.youtube.com/watch?v=r-iC4DUDCU>

# Entering a Conversation

Hi \_\_\_\_\_, I'm Ashley. It's great to meet you.

1. What brings you to the conference?
2. What company are you with?
3. What do you do at X company?
4. Have you ever been to this conference before?
5. Did you attend the last session? What did you think of X?



# What not to say

1. Is your company hiring?
2. Do you know anyone who is looking for someone to hire?
3. I hate my current position (academia), research, colleagues etc...
4. Stay away from politics etc...

# Keeping a Conversation Going (ask for stories, not answers)

1. Tell me more about....
2. What are you working on currently?
3. What's the best part of...
4. How did you get into...
5. What's your biggest challenge...?
6. What's your favorite restaurant, cheese, (curveball question)

# Working the Room

1. Go at it solo- don't spend all your time with your friend or colleague
2. Smile and appear open to meeting (make eye contact, don't cross your arms)
3. Pay attention to name tags
4. Stand near the registration table
5. Look for people standing alone
6. Sit next to people you don't know at lunch or talks
7. Hang out at the food table (but don't go hungry!)
8. Don't spend too much time with the same person

## 6 Strategies That Guarantee People Will Remember Meeting You

By [Amanda Berlin](#)

### The Muse

...the four powerful cornerstones of good conversation spell **HAIL**:

**Honesty** (being clear and straight)

**Authenticity** (being yourself)

**Integrity** (actually doing what you say you will)

**Love** (wishing people well).

How do you do this in a quick networking conversation?

You can be honest and authentic by asking genuine questions when a topic comes up that you know nothing about—**instead of nodding along and pretending like you get it.**

When saying goodbye at the end of the event, **think of something specific from your conversation** that you can reference, then wish the person well. It's as easy as that.

# Exiting a Conversation

1. Introduce the person to someone you know
2. Don't start glancing around and make the person you are talking to feel uncomfortable.
3. Suggest you wander towards the refreshments or a poster etc...you will likely run into others to talk to.
4. Exchange contact info (cards) and establish follow-up

# Exiting a Conversation

- “It’s been very nice talking with you, I’m going to go grab another drink, would you like to come?”
- “Thank you so much for your time. I really look forward to talking more and will follow-up with you to see if we can find time for a coffee.”
- “I don’t want to monopolize your time, but I have really enjoyed talking to you.”
- “I’m so glad I had the chance to meet you today- I’m going to see if I can find x before the session starts.”

*\*Formula: “something nice + exit + something nice”*

# Thank you!

Homework: read articles linked on website:

<https://medschool.vanderbilt.edu/aspire/2018-fall-aspire-networking-pacing-module>

**Next Meeting Tues, Oct 23rd 9-10:30am  
350 Light Hall**

Requesting Meetings and Follow-up after the event

**(no meeting next week, Oct 17<sup>th</sup>!)**



# LST|CON Poster Submission:

Deadline: Monday, Oct 30th, 2017

Attend Life Science Tennessee Conference  
Nov 15, 2018 for free!

<https://medschool.vanderbilt.edu/career-development/blog/attend-life-science-tennessee-conference-nov-9-2017-free>

The Poster Session will take place from 5-7pm, Thursday, Nov. 9rd.