

# 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

# 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?

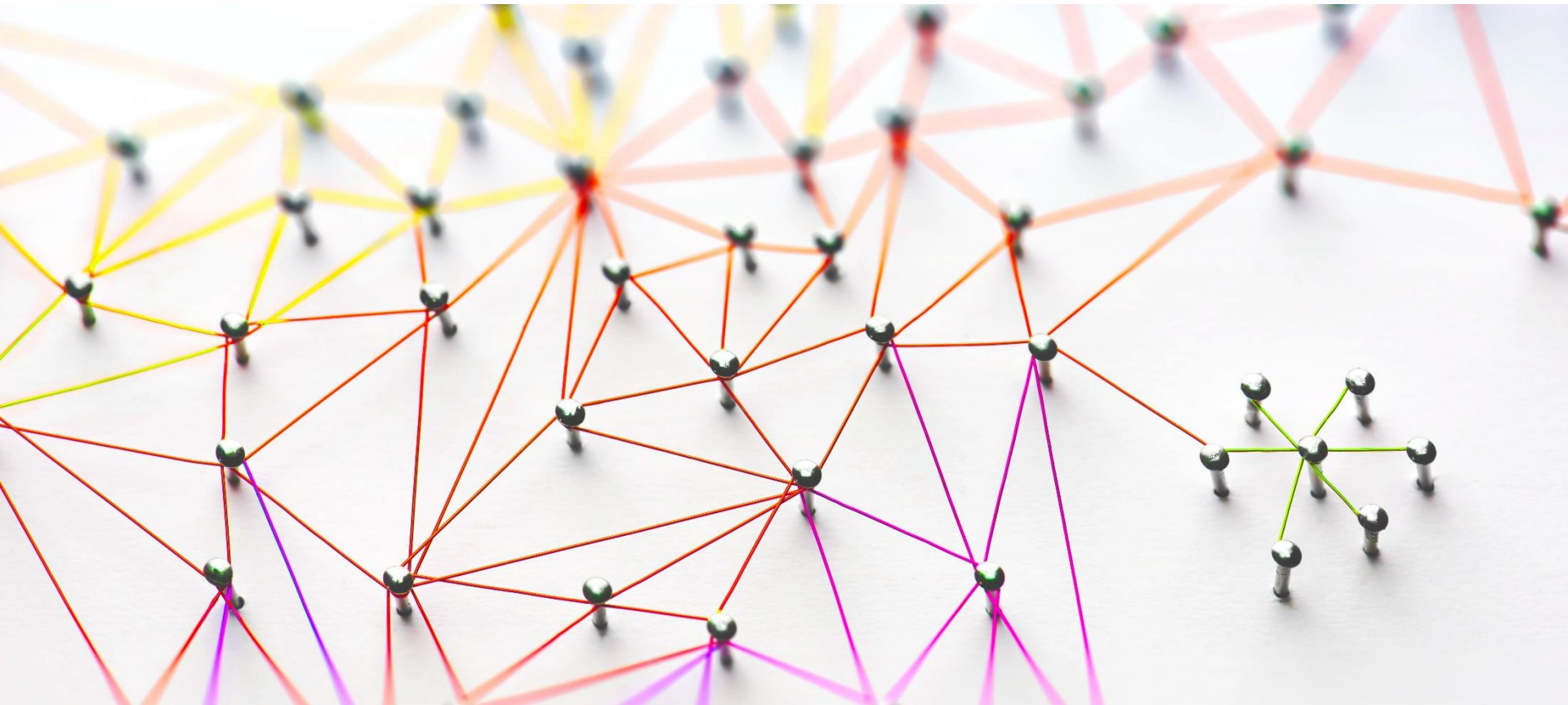
Life Science Tennessee's inaugural one-day, power-networking, and educational event, LST|CON, featuring industry experts and innovators. You'll network with other members, advocates and life science leaders to discuss the latest ideas, innovations and policies pertaining to our industry.

**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?



# Requesting a Meeting and Follow-Up

ASPIRE Networking Pacing Workshop  
Session 4

October 23, 2018

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

Assistant Dean of Biomedical Career Engagement and Strategic  
Partnerships

BRET Office of Career Development  
Vanderbilt School of Medicine

# Asking for a meeting prior to the event:

1. Make sure you have a descriptive subject line
2. Keep it succinct and easy to read
3. Tell them who you are
4. Why you are contacting them
5. Include any connection you may have– alumni, reference etc...
6. Include your contact info in a signature
7. What you are asking for– meeting, phone call etc...
8. Offer a time/date (can be general)

*Re: Meeting request with Vanderbilt postdoctoral fellow*

Dear Dr. Who,

I'm a postdoctoral fellow in Cancer Biology at Vanderbilt University. I'm planning to attend the Life Science Tennessee conference taking place in Nashville on Nov 3 and was wondering if you or any of your colleagues were planning to be there.

I have been following the news about the recent expansion and rebranding of Diatech Oncology to Pierian Biosciences and would love to learn more about what this means for your company. I'm also particularly interested in hearing about the assays your company is developing for personalized cancer treatment.

It would be great to have the opportunity to say hello at the meeting if you plan to attend.

I look forward to hearing from you,

Ashley

615.123.1234

bradyae@gmail.com

*Re: Meeting request with Vanderbilt postdoctoral fellow*

Dear Dr. Who,

I'm a postdoctoral fellow in Cancer Biology at Vanderbilt University. I'm planning to attend the Life Science Tennessee conference taking place in Nashville on Nov 3 and was wondering if you or any of your colleagues were planning to be there.

I am in the process of exploring my next career steps and am particularly interested in applying my background in cell proliferation and tumor initiation to develop precision chemotherapy for cancer patients.

I would appreciate the opportunity to meet with you briefly to learn more about your career path and current role at DiaTech Oncology. I'm especially interested in any advice you may have for someone who is interested in transitioning from academia to industry.

I look forward to hearing from you,

Ashley

615.123.1234

bradyae@gmail.com



Short and sweet– and/or different target audience than PhD scientist-type

*Re: Life Science TN meeting in Nashville*

Dear X,

I'm a [researcher] at Vanderbilt University. I'm planning to attend the Life Science Tennessee conference taking place in Nashville on Nov 3 and was wondering if you or any of your colleagues were planning to be there.

I would love to learn more about [X company/organization] and xxxx (related to topic of company- IP, regulatory, writing, specific science etc...)

I look forward to hearing from you and hope that we will have the chance to say hello.

Best,  
Ashley

615.123.1234  
bradyae@gmail.com



**Josh Brown**

Senior Director, National Legislative Affairs at Pfizer

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Oct 12, 11:28 AM

Life Science TN this year?

Hi Josh, We met last year at the LST conference. I was hoping to run into you again this year. Do you plan to attend again? If so, I have a colleague coming with me who I would like to introduce to you. We are developing a Science Policy workshop for our graduate students and would love to seek your input. I hope all is well and that we can connect in a few weeks. Best, Ashley

(Note: Never got a response to this- via LI)

Who are you planning to contact?

Does anyone need help identifying a contact  
email or LinkedIn

# Building Trust Over Time:

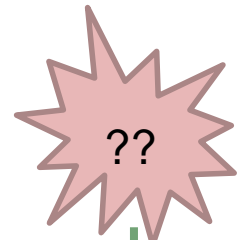
Oct 2014  
Met at  
LST|CON

Email/  
lunch

Aug 2015  
Invited to  
speak

Breakfast/  
lunch  
periodically

Multiple  
introductions  
2015-2018



2018 +



Bill Taaffe • 1st  
Corporate Development Officer, ResearchPoint Global.  
ResearchPoint Global • Christian Brothers College  
Greater Nashville Area, TN • 500+ 

[Message](#) [More...](#)

# “Marketing” Funnel

Draw  
people  
through  
your funnel  
through a  
series of  
positive  
interactions



\* adapted from Mark Kuchner, PhD, “Marketing for Scientists”

# Three Phases of Follow-Up

**Immediate**  
**(24hrs-3 days)**

**Short-term**  
**(1-6 months)**

**Long-term**  
**(1 year +)**



# Immediate Follow-Up

*Goal: Remind contacts who you are and set the stage for future interactions*

- Make a list of who you met and details of your conversation
- Send an email
  - Within 24 hrs
  - Mention something from conversation
  - Offer to help
  - Set next steps (move the ball forward)
- Connect on LinkedIn\*
  - Personalize invite



# Immediate Follow-Up: Example

10/2/2015, 3:51 PM

Great to meet you at life Science TN this week

Josh, It was wonderful to meet you. I hope that we can find some time in the next month or so to grab a coffee or lunch. It would be great to learn more about your role at Pfizer and get your thoughts on how we can create better advocacy/science policy opportunities for our trainees at Vanderbilt.

I'll follow up in a few weeks to see if we can set a time up.

Best, Ashley



# Example immediate follow-up email:

*re: Follow-up from Life Science TN Meeting*

Dear Dr. Who,

It was great to have the opportunity to meet you yesterday at the Life Science TN Conference. It is very encouraging to hear about the exciting opportunities you foresee in the area of precision cancer therapeutics and I hope to be able to contribute to this area as my career develops.

Thank you also for suggesting I reach out to Dr. What at ASCO. I will let you know how that goes. Please let me know if I can ever be of any assistance to you.

I will connect with you via LinkedIn so that we can stay in touch.

My best,

Ashley

615.123.1234  
bradyae@gmail.com

# Short-term Follow-Up (next 1-6 months)

*Goal: Get to know contacts better, add value and focus on how to help*

- Meet for coffee or lunch (convenient for them)
- Ask for an informational interview
- Send a relevant news article or link
- Find a way to help (rules of reciprocity)
- Make an introduction (value of being a connector)

Stay in touch— but don't overdo it!

# Sending an Article of Interest

**From:** Brady, Ashley

**Sent:** Tuesday, August 15, 2017 10:00 AM

**To:** Marnett, Lawrence J <larry.marnett@Vanderbilt.Edu>

**Subject:** From NPR yesterday: New Study Highlights Strong Link Between Basic Research And Inventions

Hi Larry,

I heard this short piece on NPR last night and thought it might be a nice source to refer to when talking with donors about the importance of supporting basic research. Notably, they said “We find that most cited research articles (80%) link forward to a future patent.”

I haven't read the study, but sounds interesting.

I hope you are doing great!

Ashley

**\*\*Pro Tip: Include, “No need to respond” so you let the person off the hook if they are busy. A gift to them.**

## New Study Highlights Strong Link Between Basic Research And Inventions

<http://www.npr.org/2017/08/14/543477432/new-study-highlights-strong-link-between-basic-research-and-inventions>

And a link to the original article in Science:

<http://science.sciencemag.org/content/357/6351/583>

# Introducing Two Contacts



Introduction and Thanks

Brady, Ashley; [REDACTED]

3/1/2016

**i** Follow up. Start by Tuesday, March 1, 2016. Due by Tuesday, March 1, 2016.  
You replied to this message on 3/1/2016 4:19 PM.

Hi Ashley!

First of all, thank you very much for the opportunity to speak yesterday. I really enjoyed it and I hope my comments were relevant and helpful to the group. Second, I wanted to make a quick introduction to a group that may provide some interesting opportunities for your students.

[REDACTED], cc'd here, is involved with NeuCura, an angel investing group in town. He is very interested in discussing potential internships with you for your students. It would be a fantastic opportunity, from my perspective, as it would provide a practical window into the world of angel investing and due diligence that is necessary for capital raise for a young company. Tony has been a great resource for us and has helped out our company with a few projects over the years.

[REDACTED]

Ashley Brady is doing **fantastic** work with the Biomedical Research Education and Training center in the alternative career space and is helping to lead the internship program for biomedical PhD graduate students and postdocs. She will be a great place to begin this conversation. I can say I have had great success utilizing the talents of the eager and interested PhD students that have come from our relationship with Vanderbilt and I think you will find the same.

I'll let you two connect. Thanks again!

Sincerely,  
[REDACTED]



**\*\*Pro Tip: After your initial response, move connector to "bcc" and let them know so they do not continue to get cc'd on subsequent details**

# Long-term Follow-Up (1 year plus)

*Goal: Deepen relationship, build trust, engage them*

- Will need to focus on certain individuals (not feasible to manage all of your contacts!)
- Continue to send relevant news articles or links and make introductions
- Look for opportunities to reconnect
  - Attendance at a conference (or travel)
  - Respond to updates on LinkedIn or other places (promotion, new job, recognition, publication etc...)
  - Be active on LinkedIn yourself

# Long-term Follow-Up (1 year plus)

Periodically check-in:

- Update them on your successes (new job, defended, publication)
- Invite them to speak on campus or elsewhere
- Let them know how their suggestions or introductions have been helpful to you



# Updating a Contact About Your Success

Jun 2016

Met at Thank  
ABP you & LI

Jan 2018 Interview  
Mar 2018 update ??

**From:** [REDACTED]  
**Sent:** Friday, March 9, 2018 3:10 PM  
**To:** Brady, Ashley <ashley.brady@Vanderbilt.Edu>  
**Subject:** Great seeing you again!

Hi Ashley,

We had talked early last month when I came to campus for the IGP interview. I'm so excited to share that I was accepted, and cannot wait to begin my graduate studies at Vanderbilt this fall!

My meeting with [REDACTED] went very well, and your crash course on the mGlu5 receptor was so helpful! :)

I hope we can meet again once I join in August!

Warmly,  
[REDACTED]

# Sharing How An Introduction Was Helpful

**From:** Brady, Ashley

**Sent:** Friday, October 21, 2016 3:08 PM

**To:** Bill Taaffe <Bill.Taaffe@medelis.com>

**Subject:** ACRP CRA Steering Committee today

Hi Bill,

After talking with Jim while he was here visiting last month, he invited Kim and me to participate in a portion of their steering committee meeting this morning where they are thinking with industry leaders about new ways to define the CRA pathway to fill that pipeline for the future. We were very honored to be asked to join, and had the opportunity to share what we are doing with our career development initiatives and to reiterate the interest from our PhD population in having a pathway to careers in clinical research.

I just wanted to thank you for all that you have done to connect us to others in this area, including Jim. It has been really helpful and we are excited about the continuing conversations and opportunities we are learning about. Thank you for your support.

*Do you plan to be at the LIST/CON meeting on Nov 3? I'll be there , so would love to see you.*

Take care and THANK YOU!

Ashley



# Homework: Requesting a Meeting

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- Email 2 individuals requesting an in-person meeting at LST|CON
- (Extra Credit) Email 1-2 individuals asking if they will be attending or have representation at the meeting

*For next week's LinkedIn PowerBoost session:*

- Find a **headshot** and a **banner** (backdrop image) you can use.
- **Connect to me**, if you haven't already
- **Bring a copy of your resume/CV**, and your **elevator pitch** so we can work on your summary

Thank you!