

# PEOPLE YOU MEET WHILE NETWORKING

When reaching out to contacts and expanding your network, there isn't a one-size-fits-all method. It is important to customize your approach and strategy for the variety of people you will meet to maximize your results. Don't ask basic industry questions that you can easily research online. Based on the research you've completed on the person or company using LinkedIn and Google, create a strategy to move your professional relationship forward.

## EXECUTIVES | C-SUITE

**WHO THEY ARE:** Company/industry/thought leaders  
**WHERE TO FIND THEM:** Galas, benefits, conferences, keynote speakers, volunteer events, board meetings, donor meetings

**KEEP IN MIND:** Be genuine and professional. Don't be intimidated by their status. Have comprehensive knowledge of their industry and their company. Think strategy and big picture.

**WHAT TO SAY:** "I see that \_\_\_\_\_ is an industry best practice, how do you see your company implementing \_\_\_\_\_ in the next 5 years?"



## HR | HIRING MANAGERS

**WHO THEY ARE:** Human resources, talent acquisition professionals, recruiters

**WHERE TO FIND THEM:** Career fairs, networking events, information sessions, recruiting events, on-campus interviews

**KEEP IN MIND:** Be direct if you are applying/have applied to their company. Always have business cards on-hand and be prepared to send your digital resume and LinkedIn profile URL.

**WHAT TO SAY:** "I'm interested in your company and recently applied for \_\_\_\_\_ position. I would love to learn more about..."

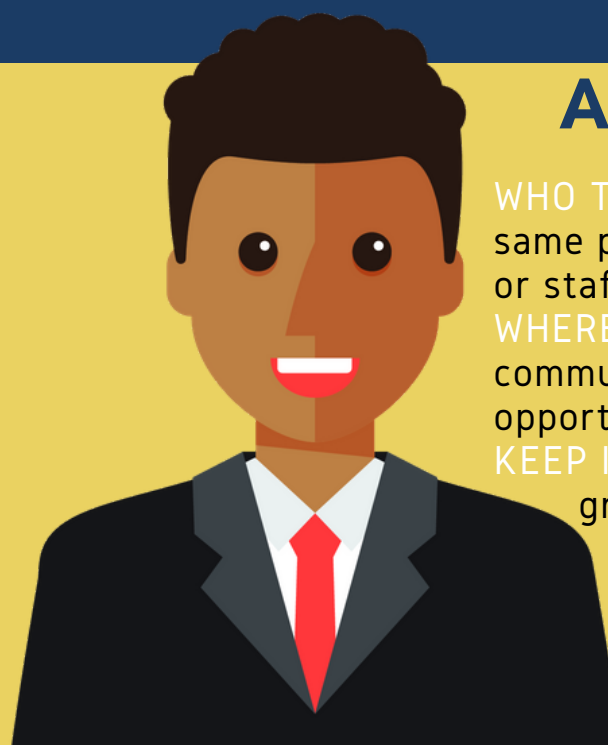
## COLLEAGUES | CO-WORKERS

**WHO THEY ARE:** Professionals with a similar job title in your industry and/or professionals in related industries.

**WHERE TO FIND THEM:** Conferences, professional associations, LinkedIn groups, Twitter, meetups, trainings, workshops, knowledge communities, current and former work colleagues.

**KEEP IN MIND:** Be receptive to possibilities and connect with professionals in related industries. For example, if you are in marketing: advertising, public relations, event planning and social media are all relevant fields for the marketing industry.

**WHAT TO SAY:** "I would love to hear more about your career history and how you ended up in your current role."



## ALUMNI | FACULTY | STAFF

**WHO THEY ARE:** Former classmates, graduates from the same program, college, or school, current university faculty or staff

**WHERE TO FIND THEM:** Alumni/University functions, community networking events, athletic events, volunteer opportunities

**KEEP IN MIND:** No matter what industry, degree, or graduation year, you can relate to this contact because you've both shared similar higher education experiences and are part of the same university and alumni community.

**WHAT TO SAY:** "I'm a Panther, too! How has your experience at FIU prepared you for your career?"

**FIU**

**Alumni  
Association**