

NETWORKING TIPS & TECHNIQUES

“STRATEGIC NETWORKING”



STRATEGIC NETWORKING IS...

- Knowing where you want to go
- Asking yourself: what is the best way to use my time and networking efforts

5 TIPS TO HELP DEVELOP YOUR OWN STRATEGIC NETWORKING PLAN...



I. JOIN A PROFESSIONAL ASSOCIATION

- **PARALIA NEWCOMERS ARTS NETWORK:**
<http://paralianewcomerarts.com/>
- **THE NEIGHBOURHOOD ARTS NETWORK:**
<https://neighbourhoodartsnetwork.org/membership/member-benefits>
- **ARTISTS IN CANADA:** <https://www.artistsincanada.com/resources/art-associations-39/>
- **EMERGING LEADERS NETWORK:** <http://leadership.civicaction.ca/eln/>

2. CONNECT WITH PEOPLE WHO SPEAK OTHER LANGUAGES



3. VOLUNTEER, VOLUNTEER – BUT STRATEGICALLY!



4. DO YOUR HOMEWORK BEFORE ATTENDING AN EVENT

- Who is hosting the event?
- Who will be the guest speakers?
- Who else from the organization might be in attendance?

5. IS NOT ALL ABOUT FINDING A JOB/ MEETING END GOAL.

- Meet people not just contacts
- Networking events are also social gatherings – enjoy yourself!

NETWORKING CONVERSATION TIPS – I. LOOK APPROACHABLE

- Don't hide out
- Don't be on your cell phone all night
- Don't just talk to the one friend you brought along to the event
- Stand where people can see you
- SMILE!

NETWORKING CONVERSATION TIPS – 2. SHOW INTEREST AND GIVE COMPLIMENTS

- Show sincere interest
- Ask people questions
- Give compliments that feel natural to the conversation
- Use humour (appropriately)



NETWORKING CONVERSATION TIPS – 3. DEVELOP YOUR “ELEVATOR SPEECH”

- It is a 30-second description of yourself, your mission and your art practice
- It is a way to tell others your story
- Effective way to say something meaningful about you in a short period of time
- “My name is Norma Garcia, I’m an arts administrator and independent filmmaker, and I’m looking to connect with other artists since I love helping them navigate the world of grant applications, I’ve successfully secured grants for my own film projects one of which I’m currently developing.”

OTHER RESOURCES

- [Professional Immigrant Network](#)
- [meetup.com](#)