

## Learning Guide Networking



.....  
**Careers & Employability**  
Empowering UAL students  
and graduates to make a  
living doing what they love

[arts.ac.uk/careers](https://arts.ac.uk/careers)  
.....



**Jobs advice from UAL**  
[arts.ac.uk/student-jobs-and-careers/get-jobs-advice](https://arts.ac.uk/student-jobs-and-careers/get-jobs-advice)

### For more resources

#### UAL Alumni Association

After graduation, the UAL Alumni Association helps keep you connected to your college and peers: [arts.ac.uk/alumni-and-friends](https://arts.ac.uk/alumni-and-friends)

Join one of our Alumni Associations or groups around the world to meet up with alumni near you, allowing you to share career opportunities, find collaborators and make new friends: [arts.ac.uk/alumni-and-friends/alumni-group](https://arts.ac.uk/alumni-and-friends/alumni-group)

#### LinkedIn's alumni tool can grow your network

This LinkedIn tool is a powerful way to search and make connections with UAL alumni online. You can also gain career insights by searching and using filter by year or course, for example: [linkedin.com/learning/learning-linkedin-for-students/the-alumni-tool](https://linkedin.com/learning/learning-linkedin-for-students/the-alumni-tool)

#### Networking for creatives

[creativeblog.com/career/network-with-designers-712372](https://creativeblog.com/career/network-with-designers-712372)

#### Creative Attributes Framework

This learning guide supports Connectivity.  
Search Creative Attributes to find out more.



Connectivity

All information is correct at time of publication Nov 2018

## What is Networking?

Networking is a useful way to develop knowledge of what's happening in a sector, to build connections, promote your creative business, or get jobs. In essence, it is just about making a conscious effort to meet people both online and in real life who could help you to get to where you want to be. Networks can be professional, social or personal, or a mix of these.

### Preparing to Network

#### What makes you special?

Before you start, think about your unique selling point (USP). This can be a tricky one but you will have one. What do you do differently from others? Why should someone want to work with you, use your business or give you a job? Consider speaking to a friend or advisor about your story and what makes you tick. Clarify your values and how you do things. This can help clarify your USP!

Marketing materials - from business cards to professional social media accounts - will encourage people to engage with you and your business. Ensure examples of your work are easily accessible and people can find and connect with you.

**When preparing to meet in person** Carry business cards so you can share them. Know your elevator pitch. This is a short summary of you and your work and is a good thing to have ready.

**Make sure your social media is work ready** A regularly updated professional web page or social media account is enough to get started.

**Audiences** None of us are going to appeal to everyone, think about who are your audiences, from employers to customers?

## Top Tips

- Making speculative applications can be intensive and time consuming so making connections can boost your prospects. Lots of doors can open by talking to people and attending events.
- Be the proactive and generous person you would hope to meet.
- Put yourself in the path of opportunity. People won't discover you if you don't let them know what you do.
- Speak in a language people will understand and respond to.
- Tap into niche markets and network within specific group, including non-creative networks, this can do a lot of your work for you by spreading the word about you.
- Ask for help. The world is full of generous people, so don't be afraid to ask, especially alumni from your course.
- The more you give the more you get back. Offer something and you're more likely to get something back in return.
- Be realistic, nurture connections long-term rather than expecting them to pay off right now.

### What if I struggle speaking with people at events?

There is more to building a professional network than attending events. Find a way to connect with people that feels authentic. Stretch yourself by trying something new, whether that's an email to someone, writing your first blog post, or picking up the phone to invite someone for coffee.

# Building a map of your community:

## STEP 1:

Starting with the template, fill in the names of relevant people you know. It doesn't matter if you haven't seen them in a long time, if you've only met them once or twice or if you can't remember their surname. Just get every contact you've made down on paper. Spend some time on this, it's easy to forget who

## STEP 2:

Take a look at your completed community: how comfortable would you feel getting in touch with each person? Imagine picking up the phone, texting or emailing each person in turn to, for example, ask if you could buy them a coffee and pick their brains for 20 minutes. What about if you had an event to go to? Who from your list could you see yourself inviting along?

- **If you'd feel fine about doing this mark the name in GREEN**
- **If you wouldn't really like the idea, but could probably steel yourself to go for it if you really thought it would help mark the name in YELLOW**
- **If you just couldn't do it, whatever you would gain mark the name in RED**

## STEP 3:

Get in touch with at least two people in your community from the GREEN or YELLOW names. For example, next time you are going to an event, have some news to share or hear of something they would be interested in.

