



NETWORKING TIPS TO PREPARE FOR BURSTING WITH REAL ESTATE 2009

It is a lifelong skill to cultivate and develop business relationships. For most of us, this requires some forethought, some preparation, and some practice. We hope that the following tips will help you to work on your networking skills. In today's volatile marketplace, this is a vital skill for college graduates to gain entry to and manage their careers.

1. Practice Your Introduction

Prepare a self introduction that is clear, interesting and well delivered. Remember: your introduction shouldn't take longer than 8-10 seconds. Here are a few examples:

-“Hi, I'm Karen Smith. I'm an urban planning student and I'm very interested in affordable housing. Can you tell me more about recent projects you've completed in the Boston area?”

-“Hi, I'm Sam Jones. I'm a second year architecture student. I'm interested in applying my training to a career in real estate. I really appreciated your remarks about your transition into real estate development. I'm eager to learn more about your firm and trends in the real estate industry in New York.”

Practicing self-introductions may feel awkward at first. With experience, you'll feel more comfortable as you initiate conversations and begin cultivating your professional network.

2. Move from Guest Behavior to Host Behavior

Success at any event depends on YOUR BEHAVIOR. Assume responsibility to:

- Make yourself comfortable (don't rely on others to do it for you).
- Approach others for self-introductions.
- Bring others together (introduce a new acquaintance to someone else).
- Offer to pour someone a beverage, retrieve hors d'oeuvres, serve as host.

3. Risk Rejection

It happens. Some people may not respond to your introductions. If this happens, don't take it personally; just move on. Be outgoing and friendly. Have a sincere interest in others.

- Treat EVERYONE as you would like to be treated.
- Have a sense of humor.
- Physically move about (you can't work a room in a sitting position).

This information was adapted from **Susan RoAne's book, *How to Work a Room*, and workshop materials presented by **Meridith Apfelbaum**, Career Consultant, at Harvard Graduate School of Design.

NETWORKING PREP SHEET

Name of Event: Bursting with Real Estate 2009

Write down your self-introduction:

Identify which participating organizations are of most interest to you. Plan to attend the career panels and/or networking sessions in which they will participate.

Identify one or two follow up questions you would like to ask panelists during networking sessions.

MARKETING STRATEGIES

HAVE AN AGENDA:

Focus on what you want out of this event. Know your short and long term goals. Be prepared to enter a conversation. Make eye contact and SMILE!

REMEMBER YOUR RESUME:

Bring extra copies of your resume to distribute to new contacts you'll make at the event.

WHAT TO WEAR:

Business attire is strongly recommended for the "Bursting with Real Estate" event.

MAKE THE MOST OF THE EVENT:

Read nametags. Get a card from the person you are talking with. Look for opportunities to talk to people, starting with the people on the edge of the group. Move around. Follow up with all contacts made.

BE PREPARED TO TALK:

Initiate a conversation, take the risk. Listen with interest to the response.

AVOID RETREATING TO YOUR "SAFE ZONE":

Don't misuse the buddy system by remaining with a friend throughout the event. Step out of your comfort zone.

HAVE YOUR BUSINESS CARDS HANDY:

Have sufficient amount available with you. Hand out your card once you have established an accord with someone through conversation. Make notes on the back of cards you collect to remind yourself of follow up steps after the event.

