



Creative & Cultural Careers

Networking Guide

During our Creative and Cultural Careers events, we would recommend that you are proactive in seeking out conversations with professionals. There are lots activities over the next few weeks to get involved in!

Top tips

- Be brave
- Be prepared
- Ask questions
- Listen and learn
- Follow-up



Networking Guide

Let's think about how networking can help you get the most from our Creative and Cultural Careers events:

- Networking is all about showing an interest in what people do (it's not about asking someone for a job). It's a great way to get a sense of what interests you.
- Networking should be reciprocal – you can make useful contacts who might be able to help you and in turn you can help others
- Talking to people in this way is also part of building your profile
- You may hear about job openings or other opportunities (e.g. work shadowing, conferences or events).

What do you want to get from networking?

If you know in advance what you want from networking conversations, it will focus your conversation and mean you are more likely to obtain the help or information you want.

Some things to think about:

- Do you want specific tips or advice about your next steps?
- Do you want to find out something specific about a person or organisation?
- Can you gain career insights or inspiration?
- Understand what experience would be useful in your area of interest?
- Something else?



How to start a conversation

Taking some time to think about how to make your conversation really valuable, as it will help you seem more credible when speaking to professionals.

Plan your Conversation

1. Your name! Might seem obvious, but it's worth introducing yourself at the start of a conversation.
2. Give a bit of your background (this could be your degree for example - maybe it's some volunteering or work experience you've done, or a particular interest you have).
3. Try to find a point of connection – why are you talking to this person in particular? This is where knowing a bit about who you might be speaking to beforehand is really helpful.
4. What do you want from the interaction? Is it information, tips or specific advice?

At the end of the conversation

Don't forget to thank them for their time and help. Remember to get their contact details or find a way to connect (even if it's just to add them on LinkedIn).



Further Resources

The Careers Service

- [How to develop your network and build your profile](#)
- [Create your own opportunity | The University of Edinburgh](#)
- [Career Essentials | The University of Edinburgh](#)

LinkedIn

- [Making the Most of LinkedIn – Inform.ed](#)
- [Getting the most out of LinkedIn - Media Hopper Create](#)

Platform One

- [Platform One | The University of Edinburgh](#)
- [Career Kickstarter: Making the most of your alumni community - Media Hopper Create](#)

Other resources

- [A Guide to Networking and Making Connections](#): guide from the website [Creative Lives in Progress](#)
- [I LIKE NETWORKING](#): mentoring and networking site for creative industries

