

## PRESS RELEASE

**For immediate release**  
**27<sup>th</sup> April 2010**

### **Network Your Way to Success**

Many jobs are filled by word of mouth or by contacts made through networking. The more contacts you make, particularly within industries or sectors you are interested in working, will ensure that should an opportunity arise you will be aware of it.

Louise Campbell, Managing Director of Robert Walters Ireland, shares some tips on how to network effectively.

### **How to approach networking**

**1. List your existing contacts** – who do you already socialise with, where do they work and who do they know?

**2. Identify possible networks** – target industries and sectors you are interested in, search for upcoming events, conferences and seminars. Is there a professional institute you can join? Build your network:

- Chamber of Commerce
- Fellow CPA students
- Ex work colleagues
- Community groups
- Lecturers, college groups
- Sports memberships
- Friends, friends of friends, neighbours
- Ex clients
- Ex suppliers

**3. Goals and objectives** – people approach networking differently depending on what suits them best. It is important to utilise all of the options that are available to us. Technology plays a huge part in social networking these days and websites such as [www.linkedin.com](http://www.linkedin.com), [www.facebook.com](http://www.facebook.com) and [www.twitter.com](http://www.twitter.com) are a great way of connecting with a wider audience. The value of face to face contact with others cannot be underestimated however and it is advisable not to rely solely on the internet. Getting “out there” and meeting other people gives you a great opportunity to make an impression.

If you are attending a formal event where there is an opportunity to network have a clear idea of who you want to speak to and what you want to achieve from the conversation. You are more likely to have a successful outcome if you have a particular goal in mind - eg meet

3 people within X industry, introduce myself, exchange business cards and follow up in the next few weeks.

**4. Follow up** – this is a very important aspect of networking:

- Follow up via email, post or a phone call
- Get connected on LinkedIn and other relevant networking sites
- Personalise your 'offer to connect' message to them – remind them where you met etc
- If you said you would give them information make sure you deliver

Finally, remember these rules of good networking: be open, prepared, and courteous, treat everyone as equals and expect to give as much as you receive. By expanding your professional network you will meet valuable contacts who may assist you with your next opportunity.

**For more information please contact:**

Jennifer Mertens, Marketing Executive  
Tel: +353 (0)1 633 4111  
Email: [jennifer.mertens@robertwalters.com](mailto:jennifer.mertens@robertwalters.com)

Louise Campbell, Managing Director  
Tel: +353 (0)1 633 4111  
Email: [louise.campbell@robertwalters.com](mailto:louise.campbell@robertwalters.com)

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