Making Contacts that Count:

Live, Virtual and Online
Networking & Personal Branding

Trainer: **Mark Edwards**

Duration: **2 x 3-hour interactive webinars**

Language: **English**



Setting your Course for Future Success

Knowing how to develop and maintain an effective network is a key career strategy.

To build a well-functioning network is a vital component in planning a science career. Many highly-qualified scientists have taken a route to build their career that has been arduous and lonely. This module explores less stressful methods of career development, by the strategic use of networking.
Whether planning a career in the scientific or commercial world, awareness of the priorities and needs of funding bodies or potential employers or backers is a key to success. This seminar provides an overview of the structure of networking - the strengths and weaknesses of working in networks and allows for an opportunity to optimise your own networking activity and strategies for acquisition.

Content

- The purpose of a network
- Construction and maintenance of a co-operation network (or research group)
- Strategic co-operation within the scientific community:
  universities and non-university research institutions, businesses and organizations
- Growing the network: how to approach a prospective partner
- Typical problems in networks
- Post-corona techniques: how to network at a social distance
- Use of online networks; linked in, academic networks, Twitter and other social media
- Formal and informal networks in the scientific community
- The advantages of **giving** as a professional work-style

Methods

This highly interactive and participative two-day course is a lively mix of tutorials, exercises and feedback.