

## Open-Ended vs. Closed-Ended Questions

**Open-ended questions** begin with What, Why, or How. Open-ended questions are designed to encourage a full and meaningful response.

**Closed-ended questions** encourage short or single word answers.

### EXAMPLES

#### Open-ended questions

How did your degree prepare you for this role?

What would you do differently if you could start over?

What advice do you have for someone seeking a similar path?

#### Closed-ended questions

How many years have you been at your job?

Does that answer your question?

Is that what you are looking for?

Is there any other information that you need?

[www.augusta.edu/careerservices](http://www.augusta.edu/careerservices)

## NETWORKING CONVERSATION STARTERS

**Brief Introduction (If you don't know the person):**

Hi, my name is Karen Jones. I am a senior history major at Augusta University. What is your name?

What business or industry do you work in?

What does the company do?

What do you do for them?

How did you get started?

What is the most rewarding aspect of your job?

What advice do you have for someone interested in working in this job or career field?

**Brief Introduction (If you already know something about the person):**

Hi Ms. Williams, it's good to see you again! My name is Mark Anthony. I am a senior majoring in communication at Augusta University. I'm very interested in public relations. As a public relations manager at your company, can you tell me...

...how you got started in the industry?

What do you like best about your job?

What are some of your responsibilities?

What are some of the challenges you face on the job?

What is a typical day like on your job?

What are the major qualifications for this job?

How well did your university experiences prepare you for this job?

How important are grades obtaining a job in this career field?

What written materials would you recommend for me to read?

# Tips for Navigating Networking Events



What to do before, during and after a networking event.



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## BEFORE YOU ARRIVE

### Research key attendees

Take time to look up key attendees on LinkedIn to determine common connections and to prepare solid open-ended questions.

### Decide on your networking goal

Knowing what you're hoping to accomplish will help you stay focused at the event.

### Dress to Impress

Make a strong first impression with a professional outfit that you feel good wearing.

### Exchange Information

Consider creating a business card with name, major and contact information that you can exchange with professionals you meet. Request their business card to follow-up later.

## DURING THE EVENT

### Be Yourself

Networking events are meant as jumping-off points for relationship building. So remember who you are and be that person.

### Keep an Open Posture

Keep your head up and arms and legs uncrossed to signal that you are open to being approached. As you meet people, smile and maintain good eye contact.

### Connect With Everyone

A key aspect of professionalism is treating everyone you meet with respect. When you are ready to end a conversation, be careful not to offend your conversation partner by abruptly ending the conversation just to talk with another professional across the room.

### Don't be Afraid to Join In

If a conversation is already taking place, wait for a natural break in the chatter to introduce yourself.

### Make an Effective Introduction

Introduce yourself by making eye contact, stating your first and last name and giving a firm, brief handshake. Then listen for the other person's name and use it twice during the conversation.

### Listen First, then Speak

By asking the other person questions first, your conversation partner will be much more relaxed and focused when the conversation turns to you.

### Ask open-ended questions|

Have a few open-ended questions ready to ask. Asking the other person questions about background and work will show that you are interested in more than what you can gain from the other person.

### Get to the Point

When it's your turn to share what you do, state it in just 2 – 3 sentences.

### Take Notes

After talking with a few people, find a corner of the room to make notes on the back of each person's business card about who he/she is, what you talked about, and how you plan to follow-up.

## AFTER THE EVENT

### Follow Up

A few days after the event, send follow-up emails to anyone you met that you'd like to continue networking with.

In your email suggest any follow-up actions. For example, you can ask to meet up for an informational interview.

In addition to a follow-up email, send a personalized request to connect with your new contacts on LinkedIn. Then follow their company on LinkedIn as part of your networking efforts.

## CAREER SERVICES RESOURCES

Visit the Career Services website at [www.augusta.edu/careerservices](http://www.augusta.edu/careerservices) for networking resources.

Watch videos about networking here:



Practice your interviewing skills here:

