

HOW TO GROW YOUR SOCIAL NETWORK

Add everyone you've ever met in real life on LinkedIn.

Classmates, lecturers, guest lecturers, event organisers you met while volunteering – pretty much anyone connected to the events industry.

Make sure your LinkedIn profile is up to date.

All your employment and education information should be current and accurate. Your classmates and colleagues will be able to find you a lot easier and connect with you!

Touch base with your past employers.

Ask any past employers you are connected with and have a good relationship with on LinkedIn to write you a short recommendation on your profile, it always helps to have an external party sing your praises.

Stalk. Otherwise known as research.

Follow all your favourite event companies on Instagram, Twitter, Facebook and Pinterest. If you don't have an account on all these platforms, get one and get following. It's all part of growing your personal network. Not sure who to stalk? Check out our Industry section on the blog for some inspiration.

Stay in touch with your past lecturers and college.

We can't stress this enough (and not just because we miss all our graduates!), but because your place of study and your teachers are your best and strongest connection to the industry. Shoot them an email every so often with an update, drop in to say hi if you're in the neighbourhood and even ask your favourite lecturer to coffee for a chat. Who knows, the perfect job role may have just come across their desk...

Finally, always present yourself professionally in person and online, as one of our past graduates wisely said, 'You never know who is watching you, so always be on your A game. Whether it's in your guest lecturer classes or out at industry events, there is always someone who is looking for talent. Putting yourself out there and networking is key.'