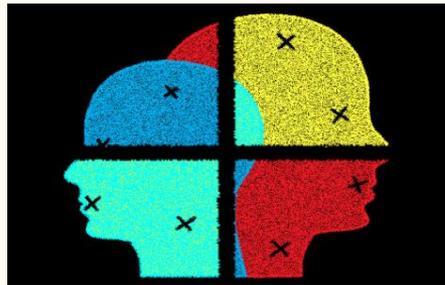


# Career Essentials: Making the most of UCL Panel & Alumni events

Nicole Estwick

Careers Consultant, UCL Careers

# Career Essentials Programme



**Lunchtime  
Talks**

**Workshops**

**Small Group  
CV Sessions**

**E-Learning  
course**

# Career Essentials: Coming up...

Considering a Masters	28 <sup>th</sup> January
Mock Assessment Centres	29 <sup>th</sup> January
Interview Success	30 <sup>th</sup> January
Group Work: CV session	3 <sup>rd</sup> February
Improve your CV	4 <sup>th</sup> February
Cover letters & application forms	5 <sup>th</sup> February

# What we'll look at today

- Why opportunities to connect with employers at panel and alumni events are so important
- How to conduct networking conversations both in person and online
- How best to prepare yourself to get the most out of the forthcoming Themed Week Panel and Alumni events

# Discussion 1: With a partner...

1. What's your experience of connecting with employers so far?
2. Identify 3 **benefits** of connecting with employers as part of your career planning

# Benefits of making connections

## Learn from other's experience

- More conversations = potential inspiration on potential pathways you can take

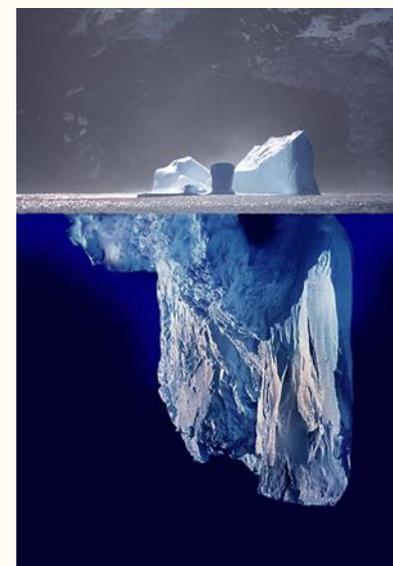
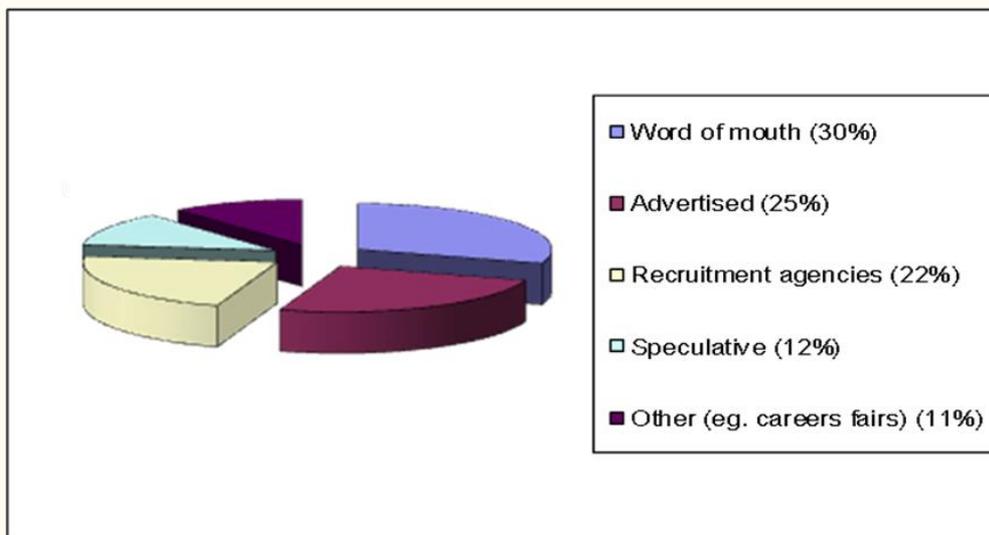
## Job 'research' as opposed to job 'search'

- Source information on what a particular role is like beyond information available on website

## Competitive advantage

- Examples drawn from connecting with people can potentially strengthen job applications & give you an edge over other candidates

# And it shows in the data...



Advertised  
job market

'Hidden' job  
market

**Source:** *Office of national statistics*

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# Networking

## Discussion 2: With a partner...

What are 3 barriers that might prevent you from networking with employers?

# Making Connections: Barriers

## Confidence

- I'm not 'good' at networking and don't feel comfortable talking about myself
- How would I introduce myself?
- What would I talk about?
- Why would they be interested in me?

# Making Connections: Barriers

## Lack of contacts

- What if I don't have a ready-made network I can use?

## Ethical

- It seems to be who you know, not what you know
- I feel uncomfortable about asking someone to give me a potential advantage

# 5 tips for successful networking



# Do your research & prepare

1

In preparation for networking its also important to do some homework:

- Find out who is attending the event
- Who do you want to talk to and what do you want to find out from them
- Pre-register (if necessary)
- Get there early
- Create the right impression

# Introductions



- Practice your 'pitch' in advance
- Provide an overview of your basic details (name, subject of study, hobbies/interests)
- Outline why you are interested in the opportunity/employer/sector
- Ask a strong opening question to progress the conversation

# Ask the Right Questions

## 3

- An organisation you are interested in are at a careers event.
- What questions might you ask their staff?

### Consider what questions you would put to:

- Graduate trainee (former UCL student)
- Recruitment manager
- Partner

# Example Questions (1)

## Graduate Trainee

- What does a typical day look like?
- What have been some of the highlights of your experience so far?
- What aspects of the job do you enjoy? What do you enjoy less?
- What are the biggest challenges?
- How did you decide that this role was for you?

# Example Questions (2)

## Recruitment manager

- What are the typical training opportunities involved – how tailored are they to your specific needs?
- What is the typical progression timeline?
- How do responsibility levels increase during the duration of the training scheme?
- How will I be appraised?

# Example Questions (3)

## Senior employee

- How is the industry changing – what will be some of the biggest future challenges for the organisation?
- What are likely to be some of the growth areas in the sector over the next few years?
- What do you value about working at X?

# Open vs. Closed questions

## Closed questions

- Did you enjoy it?
- Have you developed new skills?

## Open questions

- What did you enjoy the most?
- Which skills have you developed and how?
- What happened next?
- How would you describe...?
- tell me more about...?

# What **not** to ask....

- What does your organisation do?
- **Could you check my CV?**
- What kind of salary could I expect?
- **What is your closing date for applications?**
- What kind of skills do you look for?



**The best way to be  
interesting is to be  
interested!**

# Employer Feedback

‘I’m constantly surprised by how ill-prepared students seem, how poorly considered their questions are and little use they make of the opportunity to **really** talk to us...’



# Build your network in different ways



Networking is no longer all about meeting people in the traditional sense.

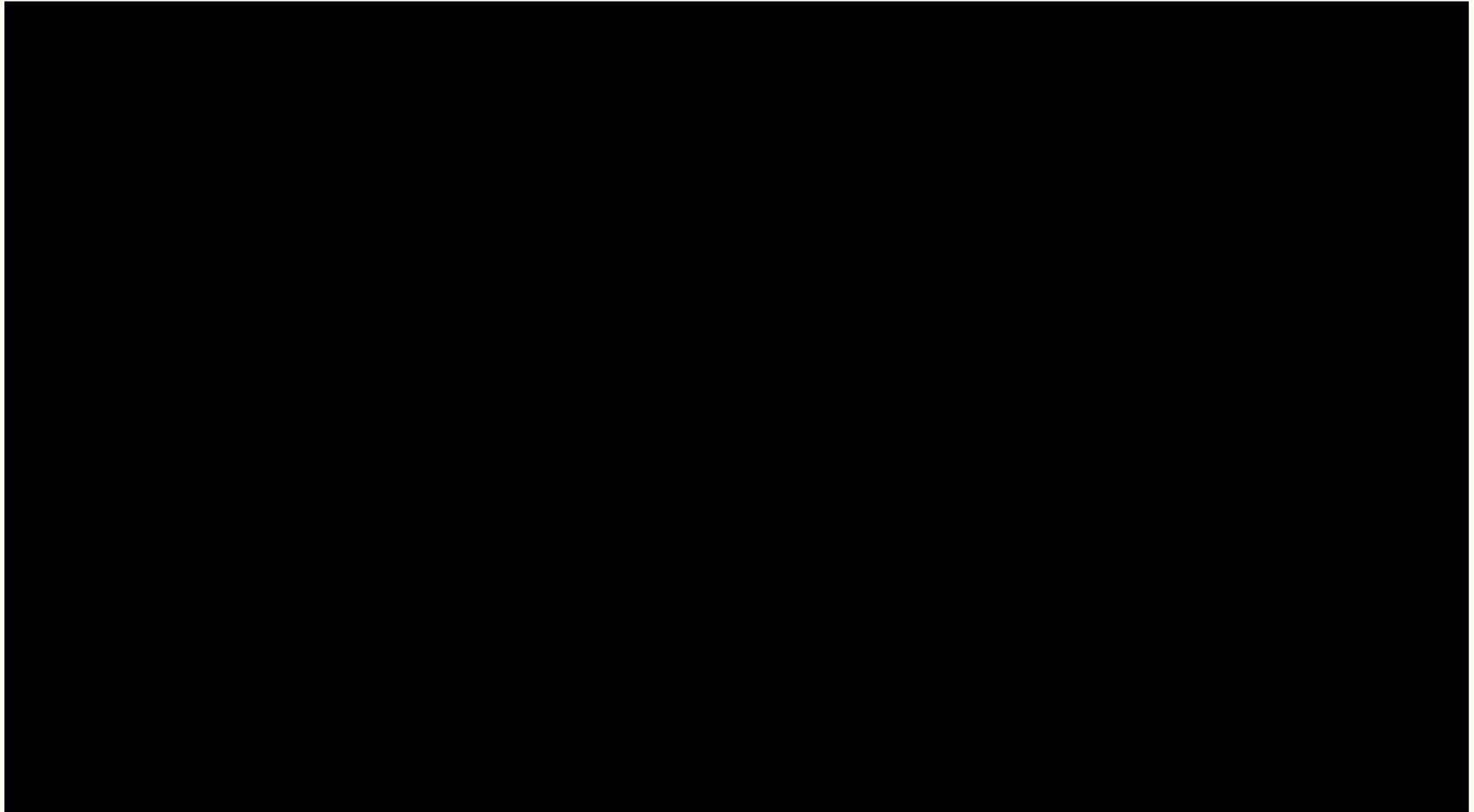
- Combine attending events with building relationships with employers online
- Make connections via online platforms such as **LinkedIn** or the **UCL Alumni network**
- Follow up with contacts you've met in person via email
- Approach individuals or companies you may be interested in through **speculative applications**

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LinkedIn



# LinkedIn Overview



Navigation icons: Home, My Network, **Jobs**, Messaging, Notifications, Me, Work, Learning

Search:

Profile: Joe Blogs  
Student at University College London  
See connections (27)

Buttons: Add profile section, More...

Advertisement: Your dream job is closer than you think. See jobs. LinkedIn

**Profile section**

**Your Dashboard**  
Private to you

<b>15</b> Who viewed your profile	<b>0</b> Article views	<b>2</b> Search appearances
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**Career interests**  
Let recruiters know you're open:  Off  
Choose the types of opportunities you'd like to be connected with

# LinkedIn Top Tips



- Not just a cut-and-paste of CV: Be more conversational, **show your interests.**
- Write a **short profile** that links to the companies/groups/roles you're going for
- List as many **relevant skills** as possible – employers search by these terms & get recommendations e.g. project supervisor
- Don't have work experience? List out details of your studies including modules and how they may relate to a particular field
- Profile picture is a must - keep it professional!
- Don't list personal data
- Use your own connections to get introduced to new connections

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# UCL Alumni Network





Sign in

# Advance your career with professional networking

JOIN NOW



**Connect**

Find class mates, make new friends and expand your professional network.

**Support**

Search for or become a mentor, to help share knowledge and professional advice across UCL alumni and current students.

**Network**

Use your international UCL network and hear about the latest events to get introduced to people you should know.



Home

Directory

Mentoring

Find a mentor

My mentoring relationships

Settings

Jobs

Photos

Groups

Events

Alumni department

Terms of use

Privacy policy

Technical Support

Submit a ticket

## Directory

Search

All

My Class

My Location

Mentors

8854 Registered Users

List

Map

Sort: Alphabetically

Willing to help



Human Sciences Office, BSc (Intercalated), 2017  
[VIEW PROFILE](#)

Willing to help



Tune Protect Group Berhad, Legal Manager  
Laws, LL.M, 2013  
[VIEW PROFILE](#)

Willing to help



National Grid, Senior gas strategy analyst  
Chemical Engineering, Master of Engineering, 2015  
[VIEW PROFILE](#)

Willing to help



Cenergi SEA Sdn. Bhd., Executive  
Biochemical Engineering, Master in Science, 2015  
[VIEW PROFILE](#)

Filter by

First name

Last name

Affiliation

Location

Get Involved

Mentoring

UCL

Work Experience

Other Education

RESET

# Alumni Network Top Tips

- Use the 'Willing to Help' feature
- Connect with former students who studied the same course as you
- Search for opportunities in the forum & job postings sections
- Browse alumni by location, company or job sector
- Start a mentoring relationship for ongoing careers support from a former UCL student

# Speculative Applications



# Making speculative applications

With some sectors, you'll need to be proactive and approach organisations that interest you:

- Source contacts through smart research (i.e. career sections of employer websites, sector specific resources or noting down email addresses whilst at an event)
- Try to approach a named person in relevant department rather than a generic contact no. or email address
- Send an introductory email – concise! (& Attach your CV)
- Personalise the approach (& outline why you have an interest in the organisation)
- Be persistent! If you don't hear back follow up on email to get a response (within a reasonable timeframe)

# Case study 1- Speculative applications

Stefan: had just finished a Masters in Environmental engineering and was interested in gaining a position in environmental consulting.

After applying to some large London-based consultancies without success, he drew up a list of 25 environmental consultancies that interested him from the online 'ENDS' directory. He wrote to all of them asking about the possibility of gaining some experience. Many didn't respond but latterly 2 organisations replied suggesting they were interested in meeting him to find out more about what he was looking for. Whilst neither had immediate opportunities, one of them called back 2 weeks later with the offer of work experience on a new business win. Stefan managed to combine his 2 days a week with the consultancy with his part-time work to make ends meet. The project was subsequently extended and he was offered a paid opportunity to stay for a further 3 months and eventually successfully recruited internally for a full-time role.

# Review: Case study

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After applying to some large London-based consultancies without success, he **drew up a list of 25 environmental consultancies that interested him** from the online 'ENDS' directory. **He wrote to all of them asking about the possibility of gaining some experience.** Many didn't respond but latterly 2 organisations replied suggesting they were interested in meeting him to find out more about what he was looking for. Whilst neither had immediate opportunities, one of them called back 2 weeks later with the offer of work experience on a new business win. Stefan managed to combine his 2 days a week with the consultancy with his part-time work to make ends meet. **The project was subsequently extended and he was offered a paid opportunity to stay for a further 3 months and eventually successfully recruited internally for a full-time role.**

# Recap

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## Remember - Making connections can actually be fun!

1. The best way to be interesting is to be interested
2. Do your research
3. Introductions can be tricky – practice!
4. Ask the right questions
5. Be brave- continue the conversation online following your initial meeting (this could open up lots of opportunities for you!)

# Put your learnings into Practice...

UCL CAREERS


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## International Development Week

3 – 6 February 2020

Interested in a career that makes a difference? International Development Week is your chance to hear from those working on solving global issues related to Climate Change, Clean Water, Human Rights, Gender, Equality, Poverty and Homelessness.



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## Charities & NGOs Week 2020

27 – 30 January 2020

Want an impactful career that will benefit many lives? Getting into Charities and NGOs can be competitive, but you can find success by learning from leading organisations and professionals. Their experiences will show you what this sector is really like and how to find a route into a fulfilling career.



# Questions?



# UCL Careers 1 to 1 Support

- Applications advice (20 minutes)
- Short guidance (20 minutes)
- Practice Interview (60 minutes, on condition of real employer interview)
- Book online in advance using myUCLCareers

# Find us

4th Floor, Student Central Building, Malet Street

Mon-Thurs 9:30 - 17:00

Fri 11:00 -17:00

[careers@ucl.ac.uk](mailto:careers@ucl.ac.uk)

020 7866 3600

