Networking- The Key to Success

What is Networking?
“You never get a second chance to made a first impression”
Networking is:
- Making connections and using them wisely
- Not a substitute for doing quality work
- Informal networking
  - This is organic and impromptu
  - Example: meeting someone at the airport and exchanging information
- Deliberate networking
  - This is planned
  - Example: meeting professionals at Meet the Firms
- After networking go a step further to establish a relationship by sending e-mail

Why We Don’t Network
- We feel uncomfortable or embarrassed
  - Practice introducing yourself beforehand to get comfortable with starting a conversation
- Don’t know how to network
- We think we have better things to do

Practical Tips
- Practice a firm handshake. Create eye contact while shaking hands.
  - Be courteous by making sure your hands are not clammy
- Repeat your name and the other person’s name while introducing yourself
  - “Faith, my name is Clarisa. It is nice to meet you”

Why Network?
- Networking is an investment
- Networking is fun to meet and learn from people
- This is an opportunity to meet people
- It opens to doors for new opportunities
- It gives the professional an opportunity to put a face with the name to create an association

Things to Do During Recruiting Events
- Get out and get involved
- Dress appropriately
• Approach small groups, introduce yourself and join the current conversation
• Remember and repeat names. Don’t be afraid to ask someone to repeat their name
• Find and create a common bond
• Use this opportunity to show that you are ready for the transition from college into a firm
• Show intent. Ask questions to show that you are listening
• Talk to as many people as possible to gain different perspectives and maximize time
• Research and determine who you want to meet
• Talk to multiple people at a firm you are interested in. This gives you a chance to make multiple good impressions.
  o Professionals often collaborate afterwards and talk about people who they have met
• Be observant and ask questions. This is more important then making witty or inappropriate comments.
• Avoid talking about money (salaries), politics, and religion. Be sensitive.
• Don’t overstay your welcome.

Ten Things to Avoid
Don't…
• Arrive late
• Dress inappropriately
• Give a “wet fish” handshake
• Be too comfortable. Show purpose to why you have approached that person.
• Look down or away consistently. Make eye contact
• Speak too quietly or monotonously
• Chew gum
• Use cell phones
• Come unprepared or uninterested
• Ask obscure questions

Do research! Find the purpose of the event.

When Attending Meet the Firms
Greetings
• Make initial eye contact
• Maintain eye contract during the handshake
• Momentarily break eye contract

Planning
• Know what your goal is for attending the event
• Identify relevant people
• Watch and observe others

Doing
• Have a goal in mind
• Avoid huddling
• Approach others
• Prepare a strategy
• Wait your turn to talk; be polite
• Be respectful to other students and recruiters; you never know who is watching

Following Up
• Do so in a timely manner
• Keep agreements and commitments that were made

Avoid…
• Asking what a company does. You should already know this information from prior research
• Arguing or contradicting others
• Monopolizing time of professionals
• Being greedy with giveaways
• Just take the brochures and leave resumes. Interact with the professionals! Work for it.

Seven Things To Do As A Student
1. Volunteer
2. Intern- gives valuable experience
3. Get a part-time job
4. Find a mentor
5. Know your professors- don’t get lost in the crowd
6. Join professional student organizations
7. Think of who else you know
   o Make a list of people who can potentially help you in the future

E-Networking
• This is a combination of traditional networking and the internet
• It is a community of virtual contracts who can give information on jobs or leads
• Be mindful of what others can see on the internet

Information about Bay Area Recruiting
• KPMG has offices in San Francisco and Silicon Valley
• Clients include: Kaiser, Visa, Jamba Juice, EA Sports, Chevron, Wells Fargo, Golden State Warriors, Genentech, Adobe
• Summer internships are on a different timeframe
   o Check Career Services

Tips
• Apply through career services
• Only apply to one opportunity
• Have a good reason for wanting to go to that city
• Must have a minimum of 1 semester remaining in school
• Must be able to sit for the CPA with 150 units by August 2015
• Contact:
  Brigitte Binder
  bmckerman@kpmg.com
  415-963-7630

Miscellaneous
Meet the Firms
• Keep in mind that the Big Four Tables are going to be crowded at Meet the Firms. Get in and make yourself known.
• Send Thank You emails
• Don't make the mistake of creating an awkward silence after an introduction. Ask questions.
• Show others that you are eager and excited
• Don't stay at a table too long
• Meet as many people as possible
• KPMG will typically bring 6-8 people to the event

Questions Recruiters Ask Students
• Year of graduation
• **Year of eligibility to sit for the CPA exam**
• Tax or Audit

**Contact Information**

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