



How to Network

Dr. Gabrielle Thomas

Business Development Manager

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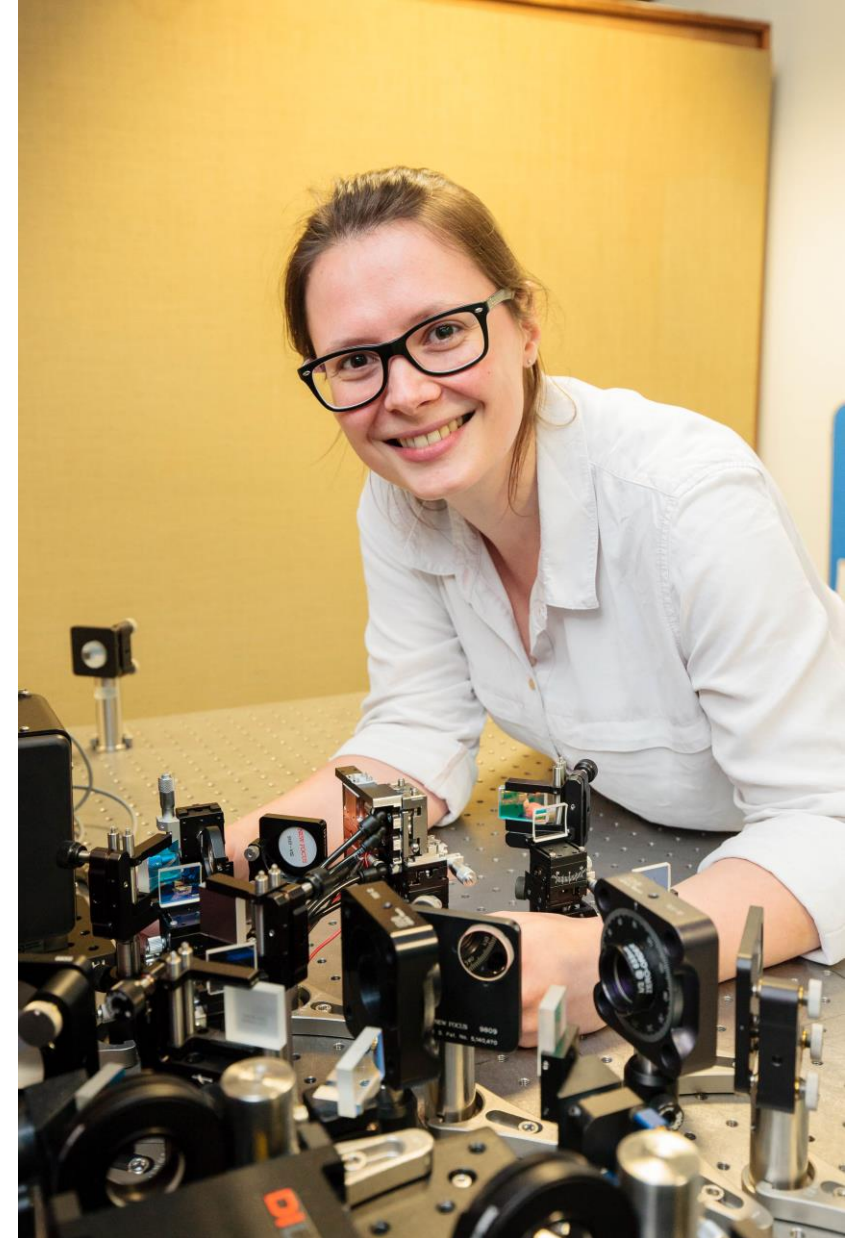
Working in Photonics Berlin



Introduction

ME

- PhD Laser Physics, Imperial College London
- Experience in Academia & Industry
- Business Development Manager @ Menlo
- Academic Visitor @ Imperial College
- Optica Ambassador 2019
- **Every job I've ever had, I didn't apply for.**



Outline: Networking

What?

Why?

Who?

Where?

When?

How?

Networking: What?





Networking



WHAT?

“

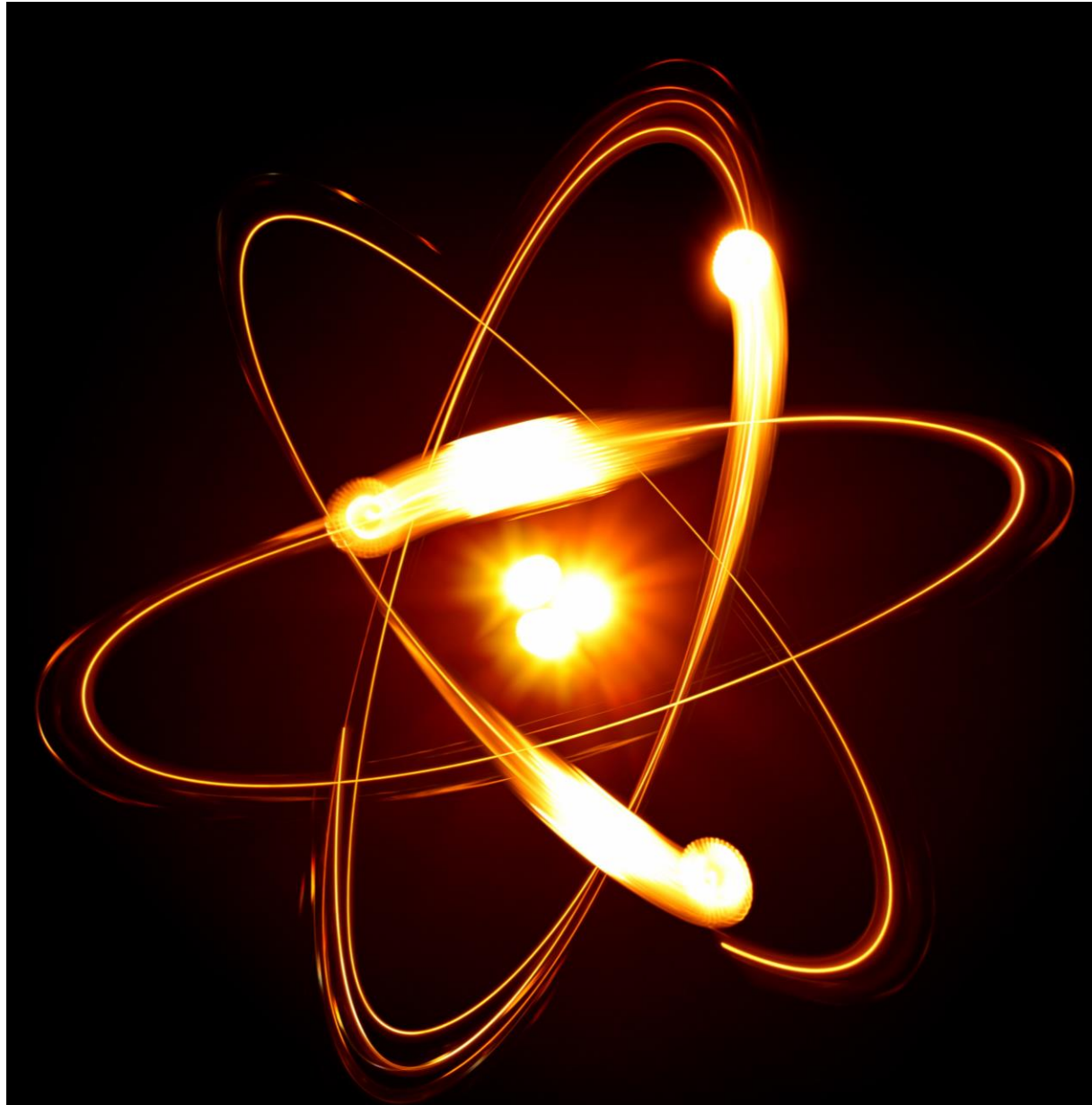
**The activity of meeting people who
might be useful to know, especially
in your job.**

dictionary.cambridge.org/dictionary/english/networking

Networking

WHAT?

- Exchange of information and ideas between people
- Creation and maintenance of relationships
- Often between groups of people with shared interests
- Method of expanding circles
- Increasing awareness



Networking: Why?



Networking

WHY?

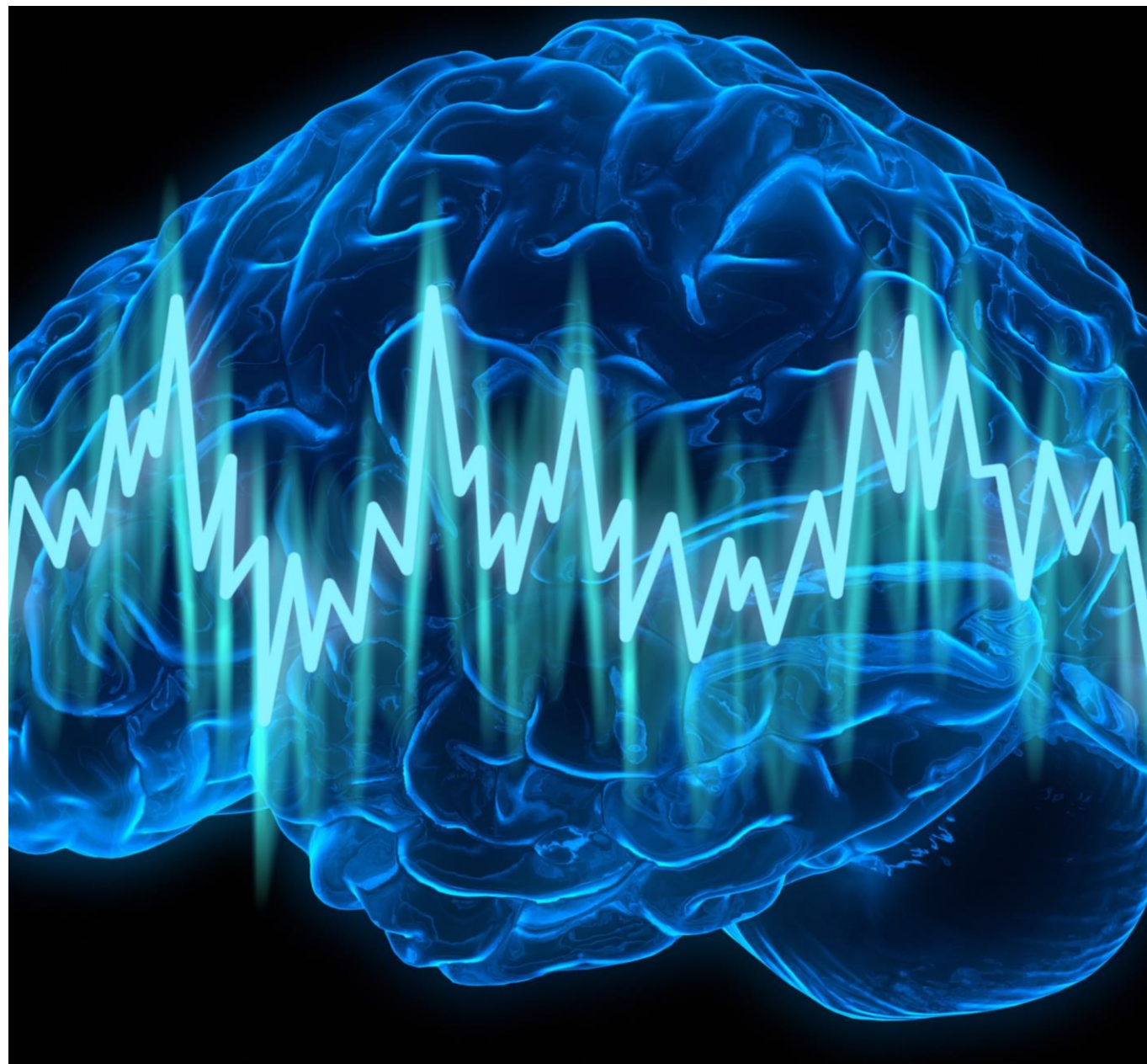
- Finding a job
 - Not all jobs advertized
- Advancing your career
 - Reviewers
 - Problem solving
- Find collaborators / mentors
 - Both in academia and industry
- Find customers / partners
- Share information



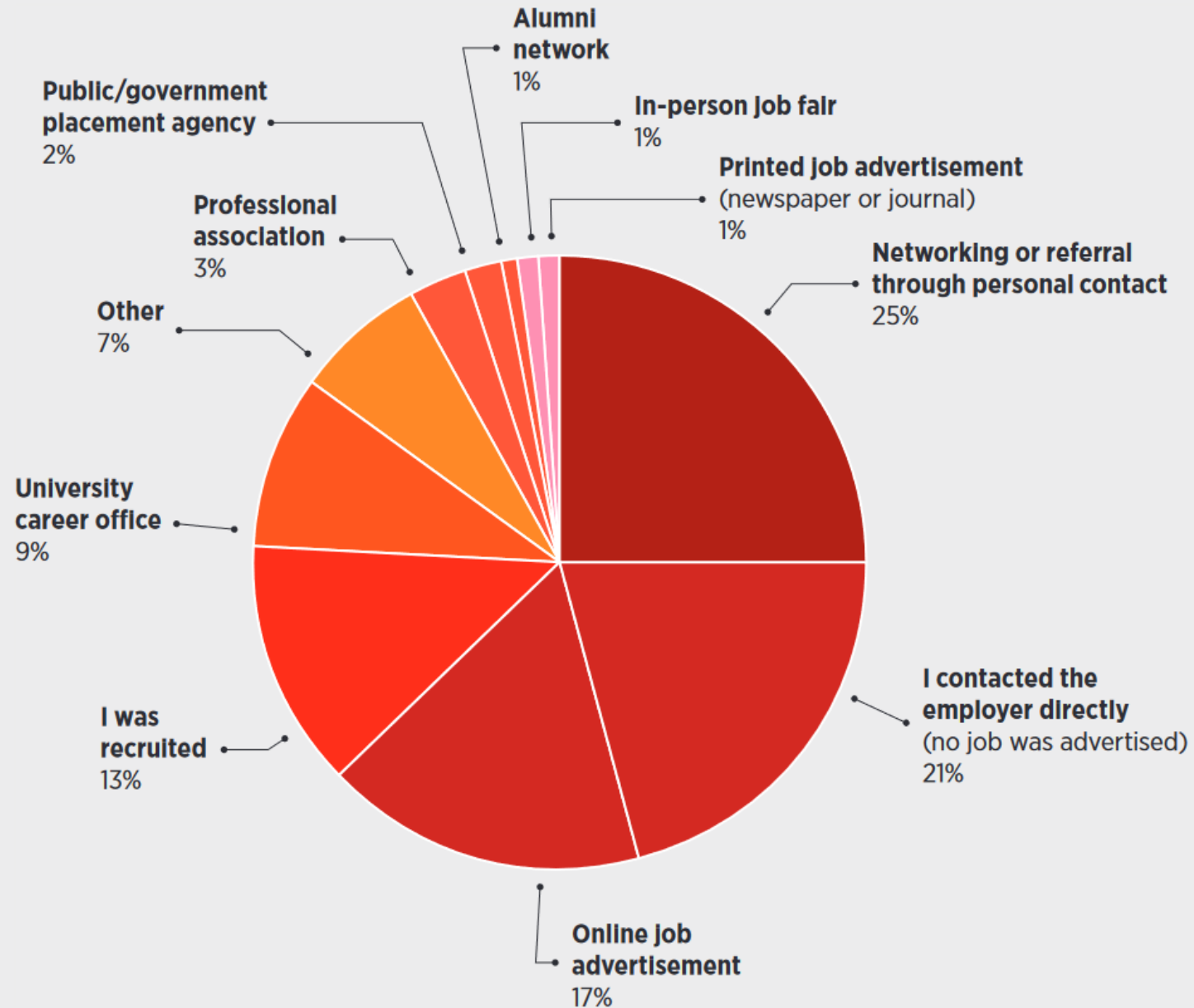
Networking

WHY?

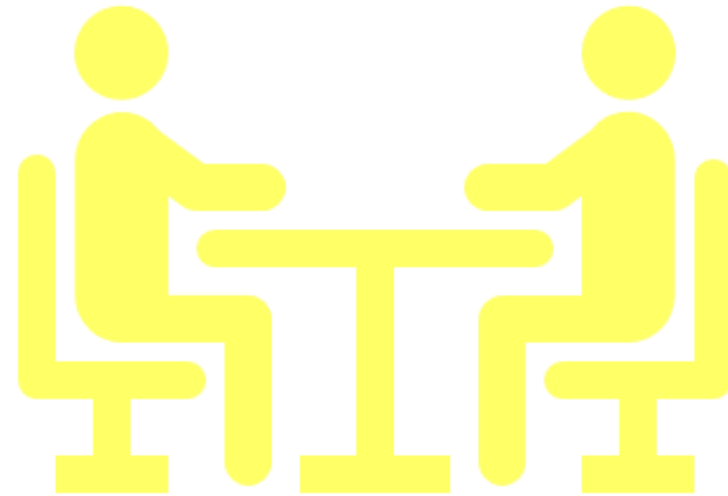
- Can be uncomfortable
 - Feeling of disturbing others
 - Feels inauthentic
- Takes time and energy
- Needs work for upkeep



“How did you find your original position at your present employer?”



Networking: Who?



 Networking WHO?

Who should network?

- All career levels
- All employment types
- All fields

Who should I network with?

- All career levels
- Academics, suppliers, businesses, publishers, funders
- All fields

Networking: Where?





Networking



WHERE?

In person

- Home institute
- Conferences / trade shows
- Collaborative meetings
- Events
- ...

Online

- Online conferences
- Webinars
- Blogs
- Social media
- ...

Networking: When?





Networking



WHEN?

Start early

Maintain throughout career

Networking: How?



Networking

HOW?

In person

- Use coffee breaks / special events
- Ask about their careers / research
- Practise active listening
- Offer help / ask for help
- Reach out via email
- Be specific & don't ask for too much



Networking

HOW?

Online

- Chat / Q&A function at conferences
- Webinars
- Blogging / commenting
- Interact with social media posts
- Personal web page – up to date!



 Networking HOW?

Learned societies / local networking bodies

The logo for SPIE, consisting of the word "SPIE" in a large, bold, black, sans-serif font, followed by a solid red circle.

Networking

HOW?

Maintenance

- Keep in touch!
- Invite others to give talks
- Make introductions / offer help
- Keep interacting / commenting
- Quality over quantity
- Should feel comfortable for you



Networking

OPTICA AMBASSADOR PROGRAM

OPTICA

“

As emerging leaders in the optics and photonics community, Optica Ambassadors will share their experiences and perspectives with students and early career professionals in the field.



Networking

FINAL THOUGHTS

- Don't pressure yourself
- No need to network alone – seek out like-minded people / bring a friend
- Smiling, even fake, can fool your brain
- Asking questions is easier...
- ...advance preparation can help
- Utilize focused groups





Thank you for your attention!

Dr. Gabrielle Thomas

g.thomas@menlosystems.com

Menlo Systems GmbH
Bunsenstrasse 5
82152 Martinsried
Germany
www.menlosystems.com
+49 89 189 166 0

