

## Workshop 8: Live, Virtual and Online Networking

Date: Wed, 25.09.2024, 13:30–17:00 h

Location: online via Zoom

Trainer: Mark Edwards

Max. 12 Participants

### Workshop Description

Many highly-qualified scientists and academics have taken a route to build their career that has been arduous and lonely. This module explores less stressful methods of career development, by the strategic use of networking. Whether planning a career in the scientific or commercial world, awareness of the priorities and needs of funding bodies or potential employers or backers is a key to success. This seminar provides an overview of the structure of networking - the strengths and weaknesses of working in networks and allows for an opportunity to optimise your own networking activity and strategies for acquisition.

Content:

- The purpose of a network
- Construction and maintenance of a co-operation network (or research group)
- Strategic co-operation within the scientific community: universities and non-university research institutions, businesses and organizations
- Growing the network: how to approach a prospective partner
- Typical problems in networks
- Post-corona techniques: how to network at a social distance
- Use of online networks; linked in, academic networks, X (Twitter) and other social media
- Formal and informal networks in the scientific community
- The advantages of giving as a professional work-style

### Trainer

Mark Edwards began his career by co-founding and operating a successful marketing and graphic design business. Following this, Mark gained more than fifteen years' experience of working at brand management level in blue-chip companies (British Petroleum, GlaxoSmithKline) and as a National Training Manager for a network of over 300 small and medium-sized businesses. Since 2010, Mark has been successfully delivering specialised English courses in Germany in association with Kompetenzia International. Clients include major universities and research institutes in Berlin and all over Germany.