

10 Tips for Effective and Memorable Networking Cards

IMP

The Industry Mentoring Program (IMP) has matched Griffith Students with Industry professionals for career development learning and industry exposure. We support hundreds of mentoring relationships throughout the year, in a wide range of backgrounds and industries.

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One of key assignments in the Griffith Industry Mentoring program is to design a Business Card or Networking Card. We encourage you to design and print your card early as it is a very useful tool for sharing your contact details and making a lasting first impression during the various networking opportunities in the Program.

What is a Networking Card?

A Networking Card is similar to a business card and it is used to share your contact details during networking opportunities with other professional people. It also provides you with the opportunity to create a strong first impression by associating yourself with meaningful words and phrases that industry contacts might later use to remember you.

The challenge of course is to know what information to place on the card as you may not be working in your discipline of study or have a specific job title. Below is some advice for designing and printing your networking cards.

- 1. Name & Contact Details:** The primary purpose of networking cards is to get your contact details out there! Be sure to include your name, current contact number and current email address in a prominent position.
- 2. Details of your degree and expected year of graduation:** In the absence of a Job Title or Company Name why not list your Degree or your Major and the year you expect to graduate.
- 3. LinkedIn Page:** Including a LinkedIn url on your card provides a great way to ensure your new contacts have the information they need to stay connected. Be sure your profile is up-to-date and professional.
- 4. Personal Branding Statement:** Consider a statement that best describes you and where you want to go in your career. This statement may assist the people you meet to link you to beneficial contacts or experiences and will ensure they associate you with your chosen career aspirations straightaway.
- 5. Strengths and Expertise:** As an alternative to a branding statement, consider using words that describe your strengths and expertise. This information may make you stand out to and consider you for any potential opportunities.
- 6. Be Creative:** Don't be afraid to stand out! To make a great first impression, let your creative juices flow and consider the use of colour and graphics. Before you know it, you will be required to have a business card with your employer's branding so why not use this time to be unique with your own design.

7. **Go Matte or Flat:** Make sure that at least one side of the card does not include gloss or varnish coating to allow for people to write notes on it while networking.
8. **Keep it neat:** Less is often more so do not clutter your card, if you want to add more information then please consider the back of the card too.
9. **Printing:** Don't ruin all your hard work by having the cards poorly printed. Use a professional printer or if you are printing them at home then use high quality business card stock and make sure they are cut properly.
10. **Stylish and Smart:** Keep your networking cards in pristine condition and don't leave home without them. Networking events aren't the only places to hand out your card. You never know when you might meet someone who could be a potential employer.