



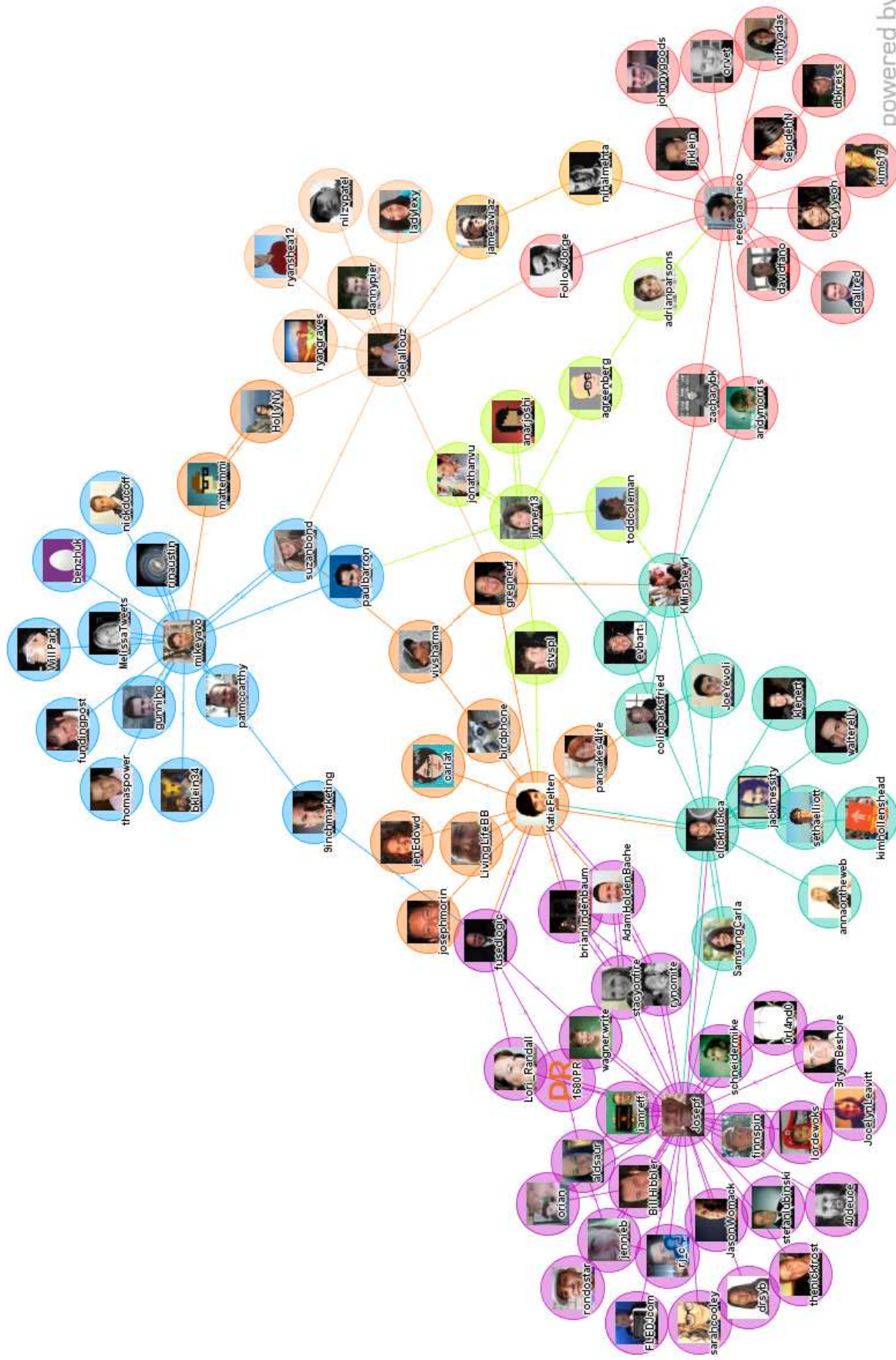
THE UNIVERSITY OF WINNIPEG

# Networking

## CPA Session



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# Social Media Networking

LinkedIn – absolutely necessary

Twitter – not necessary but can be a good tool to follow CPA organizations

TenThousandCoffees – international networking site – great way to just talk to professionals

Quirk-Juice - great way to meet new people, go outside of your comfort zone

Meet-Ups – check out the meet ups in Winnipeg, some are work based, exercise based or interest based

Facebook – make sure that everything is set to PRIVATE

# How can you build your Network?

Professors/Instructors

Guest Speakers in class or on campus

People you work with

Memberships in area specific or general organizations

- Winnipeg , Manitoba or Aboriginal Chamber of Commerce
- CPA
- BioScience Association of Manitoba
  - Great for CPA students who want to work in the scientific community
- Young Professionals Toastmasters

# Who is currently in your network?

## Family and Friends

Direct – people who you know and know you

Will return your phone call or email

Acquaintances -People who you have met quickly

Will return your call or email with additional background information

Other Acquaintances – old friends

Connected through social media but do not communicate with regularly

# How do you Network?

Get out and meet people in your field

Stay in contact with people that you meet online and in person!

Work at making a valid connection

Share information

Use informational interviews

Networking is not what others can do for you, but what you can do for them – ie. giving

Personal touch and contact

# RESEARCH

Review the job postings to see which organizations are hiring for which type of positions

Remember the difference between a Firm and an Organization

Is there an industry that you want to specialize in – working with clients in agriculture, technology, manufacturing, etc.

What questions do you want to ask each organization?

# CPA Wine & Cheese

Are you looking to get your foot in the door to some of Winnipeg's top accounting firms?

Are you ready to leave a lasting impression on the company of your dreams?

Join us at the CPA Wine and Cheese on September 26th, 2019.

This provides students the opportunity to connect with 20+ Accounting firms. The majority of firms in attendance will be hiring for summer interns, co-op students, and full time positions.

There are two parts to the evening, a booth style meet and greet from 5:00-6:30pm and a Mix & Mingle from 6:30-8:30pm.

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# The Handshake - Technique

Employ a one-handed shake. Throwing both hands into the mix is overly intimate.

Make sure your fingers are together and that your palm connects with the other person's palm squarely.

Make sure the skin between your index finger and thumb connect with the same area on the other person

Don't grab the other person's wrist, or their fingertips.

Don't shake anyone's hand without standing up. Ever. If you can't be bothered to stand, you don't need to shake hands.

With that in mind, don't refuse to shake someone's hand when they're sitting.

# The Handshake - Delivery

A firm grasp indicates confidence. A crushing squeeze is uncomfortable.

Much like the real thing, no one wants to touch a “dead fish” handshake.

Eye contact is a must. A polite smile is almost always appropriate (trust your instincts).

A handshake is a gesture, not an event. Whether it's offered in greeting, farewell or accord, keep a handshake brief.

If you start forming detailed thoughts about how the other person's hand feels, it's gone on too long.

# Tips – Prior to the event

Get a haircut if you haven't had one in a while.

Trim or file your nails – you'll be shaking hands all evening!

Make sure your clothes are clean and pressed, and lay out or hang up your outfit the night before.

Plan your route, allowing for extra time in case of traffic or public transit delays. Print a map or save the directions on your smartphone.

Print or write down which organizations you want to talk to, and tuck them inside a notebook with a pen.

Practice your introduction.

You should be able to say who you are, what school you're from, what program and year you're in, and what kind of CPA training opportunity you're looking for all in one concise paragraph.

Eat a healthy lunch/snacks and drink plenty of water so you're refreshed and hydrated.

Go to bed early.

Remember to pack your **business cards**

# Tips - Dress

Dress to impress – this is a professional event

suits, blazers, dress pants, skirts or dresses

In past years, most people tend to wear darker clothing, if you have coloured professional clothing it will enhance your ability to visually stand out

will also make you more memorable to the recruiters

If you do not have coloured professional clothing, use accessories to enhance your wardrobe

statement necklace, vibrant tie or socks, etc.

Do not wear strong smelling deodorant, moisturizer, cologne or perfume

Make an effort to get to know the recruiting team.

# Tips – During the event

Phone on vibrate or silent

Mentally prepare to ask your questions and talk about yourself

Be prepared with a simple introduction and generic questions to break the ice

If you are right or left handed, hold your beverage in the other hand so the hand that you will shake with isn't wet, cold or clammy

While in conversation:

- ask for a business card from the recruiter and give them one of yours

- If available, pick up information about the firms

- Ask questions that generate a conversation, not just yes/no

- Do NOT ask about Salary

Make an impression – make sure you are remembered

Be your authentic self

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# Tips – After the event

Send a short, *personalized* email to **every** person that you met at the event

within 24 hours

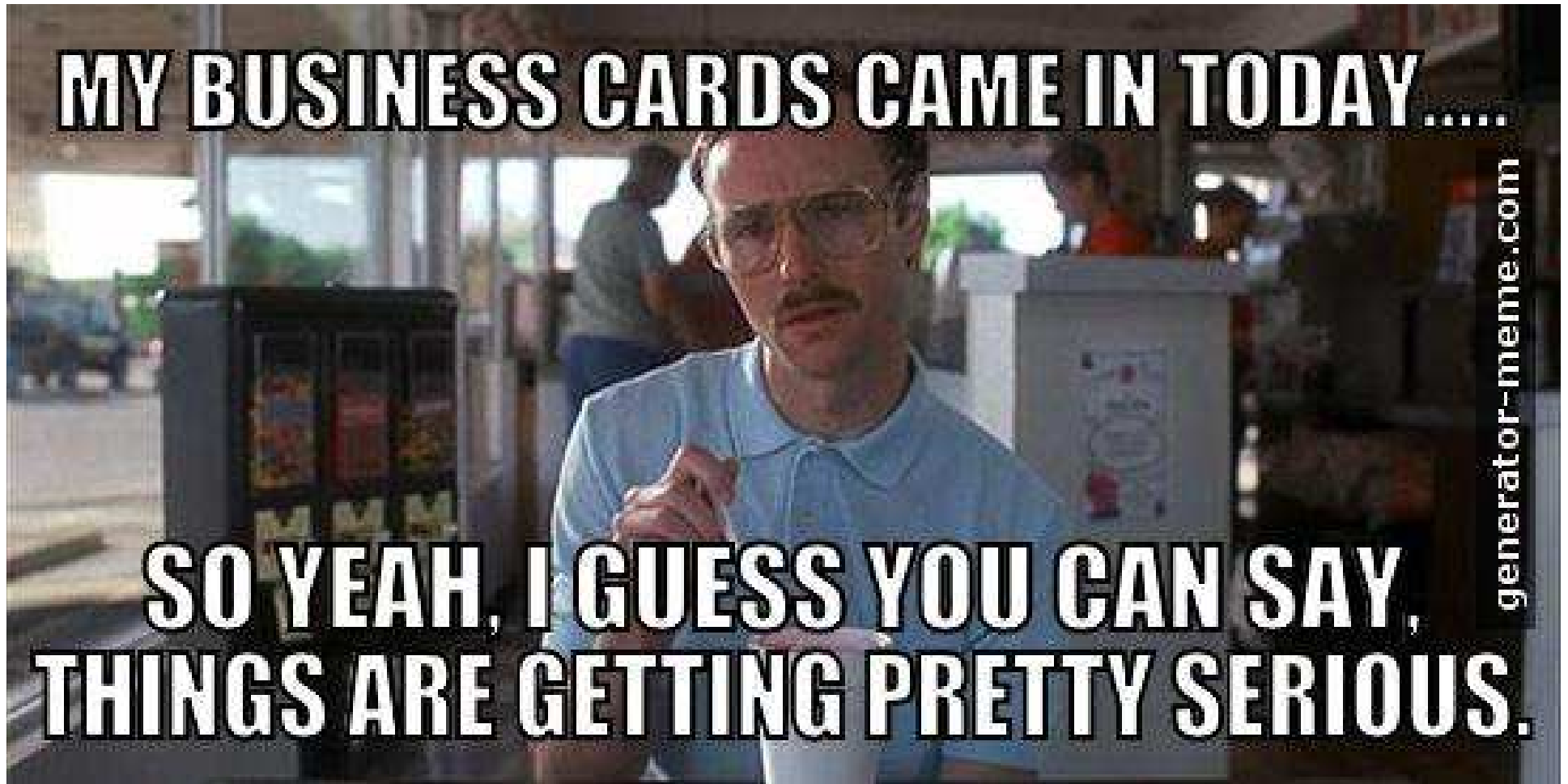
**EXAMPLE:**

It was a pleasure to meet you at the CPA Wine & Cheese event last night. I enjoyed learning more about/discussing XYZ from/with you and look forward to submitting my application.

Work on your CACEE Summary Form

insert the people you talked with at the event

# Get Business Cards



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# Places to get business cards

Staples

Vistaprint

Moo

Dave's Quick Print (local)

Awesome Co. (local)

The UPS Store

Kendrick Quality Printing (local)



# Additional readings about networking and the CPA Process

[www.Big4playbook.com](http://www.Big4playbook.com)

<http://blog.gocpabc.ca/2014/07/28/a-recruiter-speaks-tips-for-successful-networking-2/>

<http://talentegg.ca/incubator/2010/09/15/how-to-survive-the-accounting-student-recruitment-process/>

<https://hbr.org/2016/04/5-misconceptions-about-networking>

# Upcoming Events

## UWASA Student Connect

**September 19 @ 5:00pm**

Plug In Art Gallery, 1<sup>st</sup> Floor Buhler Centre

## CACEE Review Drop In

September 18 – CACEE Review 1BC12 from 10:00am to 2:00 pm

September 19 – CACEE Review 1BC12 from 2:00pm to 5:00pm

## CPA Wine & Cheese:

**September 26 @ 5:00 - 8:30pm** (you do not need to stay for the entire night)

RBC Convention Centre

Tickets available online: [https://www.eventbrite.ca/e/cpa-wine-and-cheese-tickets-](https://www.eventbrite.ca/e/cpa-wine-and-cheese-tickets-71377274349)

[71377274349](https://www.eventbrite.ca/e/cpa-wine-and-cheese-tickets-71377274349)

## CPA Sessions:

**October 2:** 1<sup>st</sup> & 2<sup>nd</sup> round Interviews – 12:30pm 4BC57

**October 7 :** Interview Q&A – 12:30pm 4BC57

**October 9:** CPA Info Session (lunch provided) – 12:30pm 3BC57

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