

# Mastering the Art of Informational Meetings

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## Critical to **Future** “Networking” Activities

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# What is the difference between a NETWORKING meeting and an INFORMATIONAL meeting?



# Occasions

- ▶ Looking for a **new job**
- ▶ Possibly **changing** positions in a current company
- ▶ Considering a **different career or industry** change
- ▶ Wondering about taking a **promotion**
- ▶ Learning about a **different company** or even competitor
- ▶ Starting your **own business**
- ▶ **Writing** a book

# Purpose of Informational Meetings

- ▶ Learn about a **potential career**
- ▶ Understand the education, skills and digital chops **required** of a position
- ▶ Get a feel for **salary ranges** in the field
- ▶ Become familiar with **work environment** (things aren't always the way they seem to outsiders)
- ▶ What is the work **culture** like? (Hospital, Wall Street, Silicon Valley, Higher Education, Bank, Call Center, Outdoors, ....)
- ▶ Identify current and/or future **issues** in the field

# Will the new contact see you as a fit in their business?

- ▶ Laura Berkemeier had a background in communications & marketing
- ▶ She was unsure of the path she chose after several years in the field
- ▶ Met with Natalie Ruppert, Nancy Knauf & Dr. Angie Taylor & attended the NKY Accountability Group
- ▶ Conducted informational interviews in with folks in Non-Profit arena



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# Setting up an informational meeting

- ▶ Best way to set-up an informational meeting is through an email from a trusted colleague.
- ▶ **Call** or **email** to request a 30-minute appointment. Be sure to state the reason you are contacting the person. “Thinking about changing careers and interested in finding out more about YOUR job.”
- ▶ Mention how you heard about their work. “**Natalie Ruppert** told me you are an excellent real estate agent.” “**Marty Page** said you were an expert.”
- ▶ Clear Purpose: Would like to hear about your career history, what you like or don’t like about the role, how you see the future?

# Making connections



# Remember

The person you are meeting is doing you a favor!

Follow their lead – Phone or In-Person Meeting?

What is their availability to meet? Work around THEIR schedule, not yours.

You pay for the coffee! Try to avoid lunch (cost!)

Send a calendar invite as appropriate.



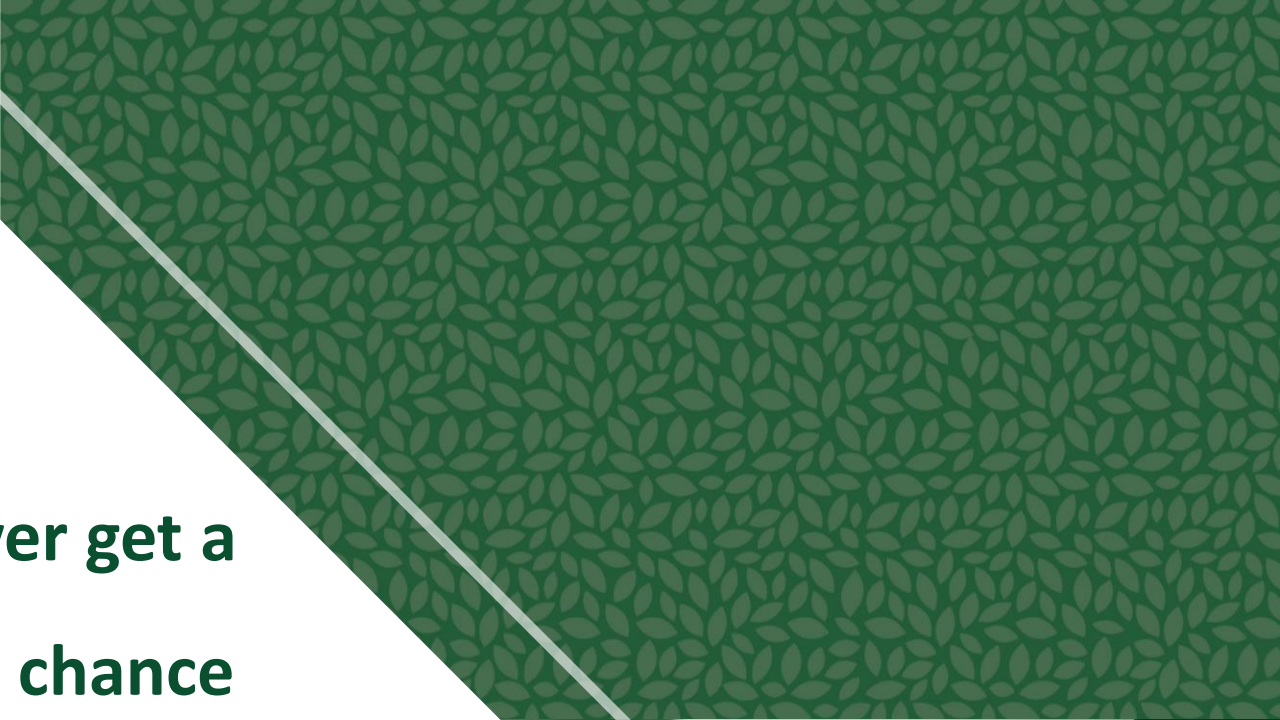
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**You never get a  
second chance  
to make a first  
impression!**



# Prepare

- ▶ Are you mentally ready have the meeting?
- ▶ Are you physically ready to have the meeting?
- ▶ Do you have time to do the meeting?
- ▶ Have you researched your contact?
- ▶ Did you conduct any industry research? Do you know about company?
- ▶ How you conduct your job search is an indicator of how you will do a job.  
Be impressive!

# Example of questions to ask:



- ▶ What is your career background?
- ▶ Education, training, certification?
- ▶ What were your previous jobs?  
Employers?
- ▶ What do you like most about what you do currently?
- ▶ What would you change if you could?
- ▶ What is your favorite career accomplishment?
- ▶ What are the types of jobs that exist where you work and in the industry in general?

# Example of questions to ask:



- ▶ Is there a typical career path for someone in your role?
- ▶ What do you think are the most critical skills someone needs to possess in this field?
- ▶ What is the salary range people can expect for entry level, on-up roles in this field?
- ▶ What are the hot buttons in your business today?
- ▶ What's unique about your company?
- ▶ What is a normal day for you like?

# Example of questions to ask:



- ▶ What are some of the biggest challenges facing your company?
- ▶ Are there any professional or trade associations I should connect with now?
- ▶ What do you read – in print and online – to keep up with developments in your field?
- ▶ How do you see your industry changing in the next few years?
- ▶ If you were just getting involved now, where would you spend time?

# Benefits of the Meeting

Learn about	Learn about the professional
Learn about	Learn about their industry
Learn about	Learn about their company
Learn about	Learn about other people to contact through conversation
Build	Build your network of professional contacts
Receive	Receive frank advice about a profession or industry





# Gentle Reminders

- ✓ Be on time.
- ✓ Dress appropriately for the meeting. (Know your audience!)
- ✓ Try to make a personal connection with person.
- ✓ Do not overstay your welcome. Set a time for the duration of the meeting and stick to it.
- ✓ Keep accurate watch on the time.
- ✓ When the time is up offer to end the meeting.
- ✓ Let the other person offer to extend the time.



# After the meeting

- ✓ Send a written thank you note via US Mail.
- ✓ Confirm what you learned (a highlight or two) and thank via email.
- ✓ Connect with the contact on LinkedIn.
- ✓ Promise to keep in touch.
- ✓ Follow up with any referrals provided to you in a timely manner.
- ✓ Be sure to follow-up with contact made on a monthly basis.
- ✓ **Send a message when you finally land via email or LinkedIn. Very Important!**



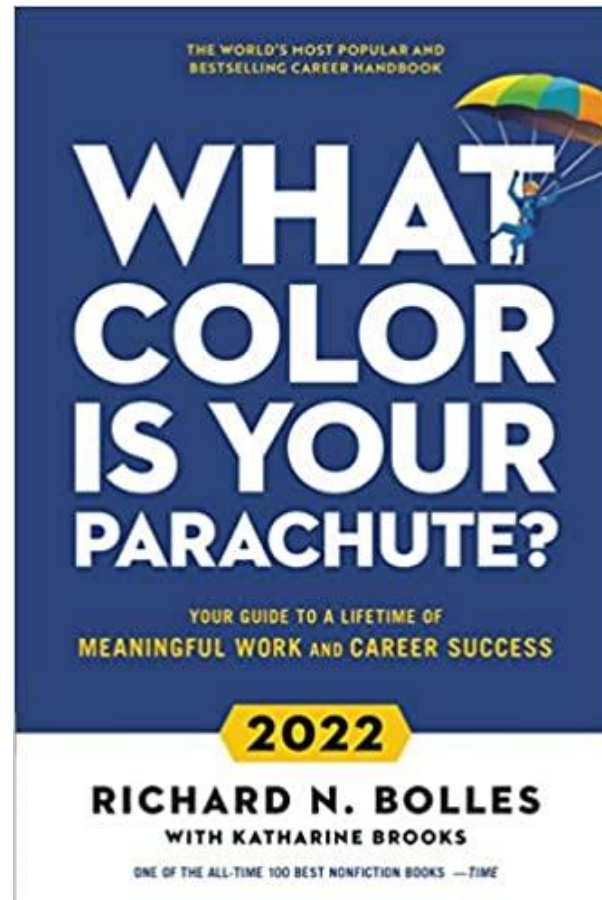
# GOLDEN MOMENT



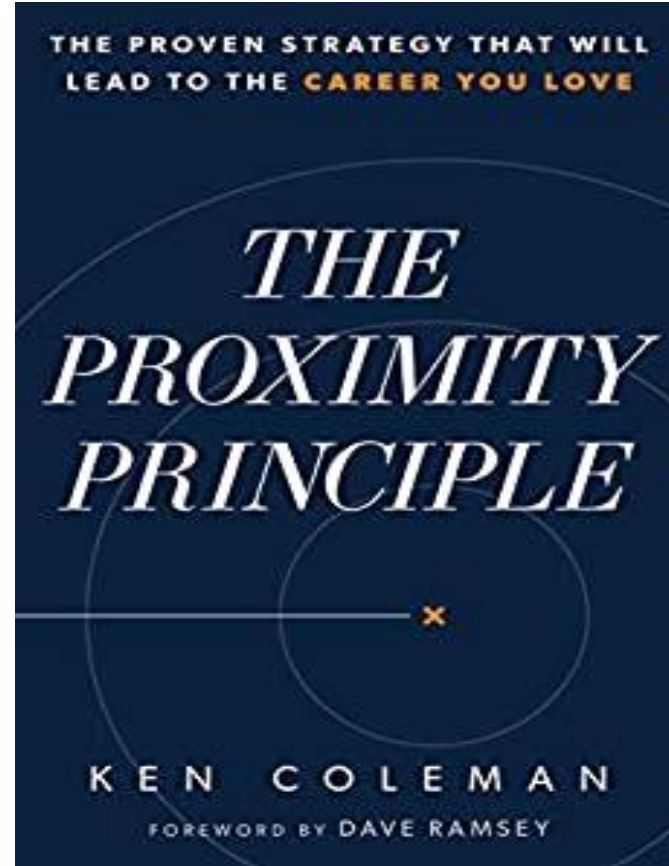
[iHeartCraftyThings.com](http://iHeartCraftyThings.com)

- ▶ You might fit in at their company!
- ▶ They might know of opportunities within their company you might enjoy!
- ▶ They may offer to make connections for you both within their organization or with an industry colleague!
- ▶ They might decide to hire you before one of their competitor's does!

# What color is your parachute?



# GO A STEP FURTHER



# Upcoming Classes/Special Event

- **Core Skills Workshop**, Tonight, 6-7:30PM, Via Zoom with Dr. Angie Taylor
- **The Art of Job Search Correspondence**, Thursday, February 22<sup>nd</sup>, 10-12PM, Erlanger Library with Karen Cornelissen
- **The Art of Informational Meetings**, Monday, February 26<sup>th</sup>, 6-7PM, Erlanger Library with Mikaela Brungs
- **Ace Your Interview for Beginners**, Monday, February 26<sup>th</sup>, 2-3PM, Covington Library with Alisha Copley
- **Practical Strategies to Improve Your Resume**, Tuesday, February 27<sup>th</sup>, 10-11AM, Covington Library with Nancy Knauf
- **LinkedIn Profile Series with Carolyn Dickerson**, Tuesdays in February, 6:30-8PM, Online Via Zoom
- **Women's Initiative Connect Hour**, Monday, February 26<sup>th</sup>, 4:30-6:30PM, Drees Homes in Fort Mitchell (FREE)

# Begin your job search with the Kenton County Public Library's Career Navigators!

Career Navigators can help beginning job seekers...

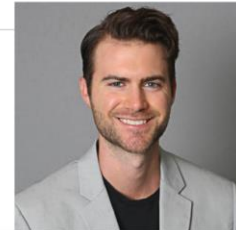
- Explore their skills and interests
- Find out about openings with major employers
- Create a resume
- Learn how to search for jobs
- Get prepared for interviews
- How to organize their job search
- Learn about our community partners

Schedule a local appointment time by contacting our Career Navigators directly. Meetings are available in person or via Zoom.



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# Questions?

Visit the Library online for resources to help in your job search:  
<https://www.kentonlibrary.org/careerandjobservices>

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