

CONFIDENCE TRAINING / NETWORKING

Overview

- 1 - Selling Socks
- 2 - Introduce yourself professionally
- 3 - Talk about skills and interests
- 4 - Networking that feels authentic
- 5 - Strategise your networking experience



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Work experience: education, NGO, retail,
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HALLO, UND WER BIST DU?

SELL YOUR SOCKS



**LISTEN - THEN PITCH
ACCORDINGLY**

**UNDERSTAND
WHAT SOCKS THEY
LIKE**

**YOU'VE GOT 90 SECONDS TO
SELL YOUR SOCKS TO YOUR
PARTNER**

**CONVINCE BY
MEETING THEIR NEEDS**

CALL TO ACTION

**MAKE THE OFFER
VISIBLE (AIDA)**

SELL YOUR YOUR PROFESSIONAL OFFER

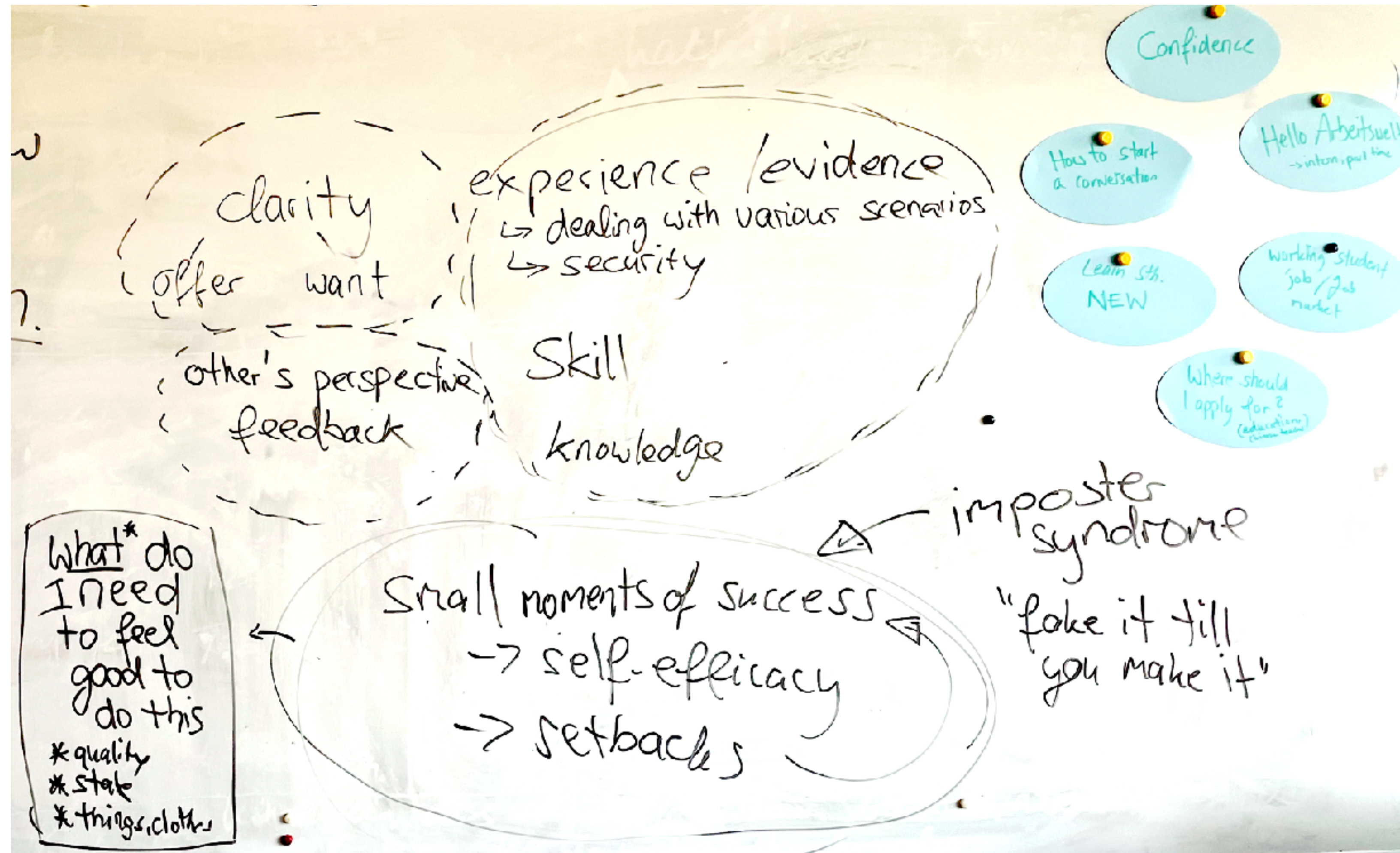
**KNOW WHAT YOU
WANT**



**YOU'VE GOT 90 SECONDS TO
PITCH YOURSELF; MATCH THE
OFFER**

KNOW WHAT I CAN

HOW DO YOU BUILD CONFIDENCE?



WHAT DO YOU NEED TO FEEL GOOD?

Participants:

Were made to believe they had a visible facial scar (applied with makeup)

Looked in a mirror → became self-conscious

Went into a social interaction / interview

The scar was secretly removed, but they didn't know it

Result:

Even without the scar, participants:

- Felt judged
- Interpreted neutral behavior as negative
- Thought others reacted awkwardly or avoided them

Key finding:

It was not reality that shaped their experience

– it was their expectation of how they were seen and how they felt about that



**HOW CAN YOU BUILD SMALL
SUCCESSSES BEFORE THE BIG
THING, SO YOU BELIEVE YOU
CAN DO IT?**

CHALLENGE

TALK TO 5 STRANGERS / STUDENTS ON CAMPUS

**FIGURE EACH TIME WHAT YOUR CONVERSATION STARTER
COULD BE**

HAVE YOUR GOAL CLEAR:

- > FIGURE OUT WHAT THE TIME IS
- > FIND SOMEONE WHO IS OPEN FOR BOARD GAMES
- > FIND SOMEONE WHO KNOWS SOMEONE ...
- > FIND PEERS FOR STUDY SESSIONS IN LIBRARY

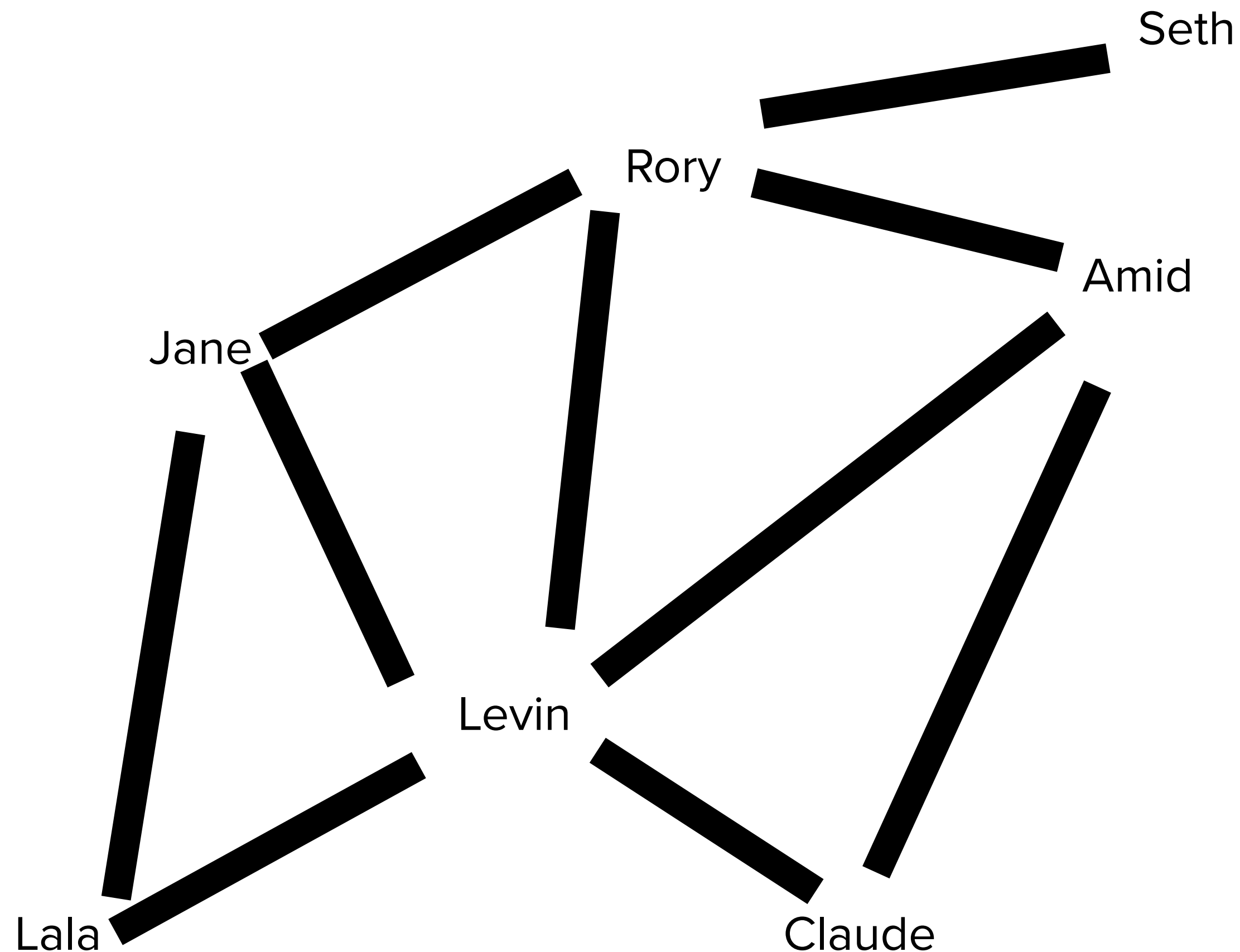
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NETWORKS

CONFIDENCE TRAINING / NETWORKING

NETWORK THEORY

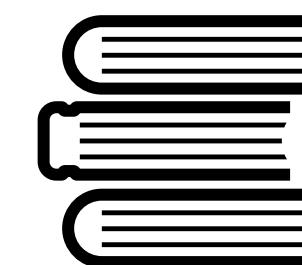


NODE



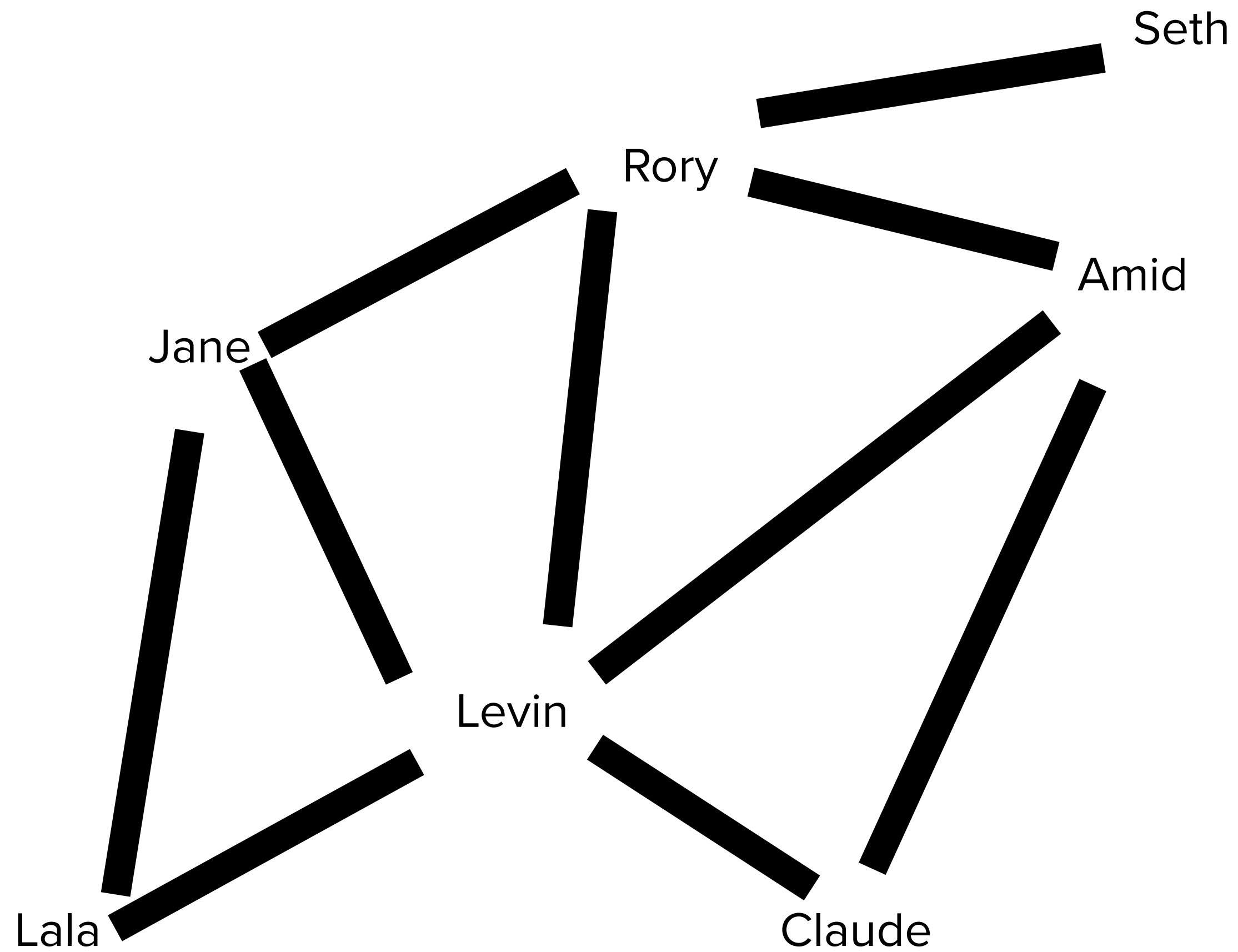
CONNECTION

- * Nodes and connections
- * **connections** can be long/short; weak or strong lang/kurz sein
- * **Connections between groups are helpful**

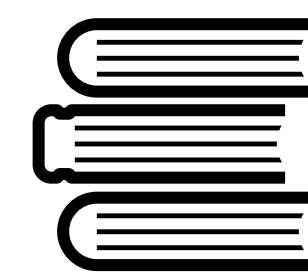


Weiterführend: Milgram (small World Networks), Granovetter (weak ties), Facebook Studien, Burt (Structural Holes, Brücken bauen)

NETWORK THEORY



- * Centrality
- * Cluster
- * Betweenness
- * Reach



Weiterführend: Milgram (small World Networks), Granovetter (weak ties), Facebook Studien , Burt (Structural Holes, Brücken bauen)

SIX DEGREES OF SEPARATION

Idea: Every person is connected to every other person through only a few social links.

Average: About 6 degrees of separation worldwide

Social media: Often only 3–4 connections

Networks function through:

- Strong ties (friends, family)
- Weak ties (acquaintances!)

**MANY JOBS ARE FOUND
THROUGH WEAK TIES**



WHAT'S NETWORKING

CONFIDENCE TRAINING / NETWORKING

WHAT'S NETWORKING? (THE COMPLEX WAY)

Networking refers to the intentional, relationship-based, and process-oriented mechanism of creating, maintaining, and strategically mobilizing social relationships within both formal and informal interaction systems.

Its goal is the accumulation and activation of **social capital**, understood as the total set of accessible and potentially usable resources that arise from an individual's position within a network of relationships.

The term derives from the English word "*network*", while the suffix "*-ing*" emphasizes the dynamic, ongoing, and performative nature of forming and maintaining relationships.

WHAT'S NETWORKING?

Definiton:

Networking (building networks) refers to the active process of establishing, maintaining, and using relationships to exchange information, support, opportunities, or resources.

Important:

It is not just about collecting contacts, but about mutual benefit over time.

“Network” = network

→ A web or mesh (e.g. fishing nets)

→ A system of connected nodes (e.g. social groups, computers)

In other words: a web of connections

NETWORKING = the active process of creating and building connections

NETWORKING \neq VITAMIN B OR NEPOTISM

„Vitamin B“	Networking
Short term	Long term
One sided	Mutual
Hidden	More open
Advantage focus	Relationship focus
Can seem unfair	Works on trust

Key Characteristics

- Ignores reciprocity
- Slow development
- Performance and visibility through relationships
- Trust-based

“Relationships” are inevitable — how do you use them?

- Fairness and transparency
- Networking = balancing unequal starting conditions
- You can build meaningful connections not only for yourself, but also others

NETWORKING - WHERE?

1. University-related events and programs
2. International communities and organizations
3. Company-hosted events (beyond career fairs)
4. Meetups and professional communities
5. Startup and entrepreneurship ecosystems
6. Volunteering opportunities and associations
7. Public and institutional programs
8. Online communities beyond LinkedIn



1. University-Related Events

- Career Center events
- Alumni networking events
- Guest lectures
- Student association (Fachschaft) activities

2. International Communities & Organizations

- AIESEC
- ESN (Erasmus Student Network)
- International meetups and social gatherings

3. Company-Hosted Events

- Workshops
- Hackathons
- Company visits
- Case competitions

4. Meetups & Professional Communities

- Tech meetups
- Marketing networking groups
- Entrepreneurship and founder events

5. Startup & Entrepreneurship Ecosystem

- Pitch events
- Startup incubators
- Coworking spaces

6. Volunteering & Associations

- Sports clubs
- Cultural associations
- NGOs and non-profit organizations

7. Public & Institutional Programs

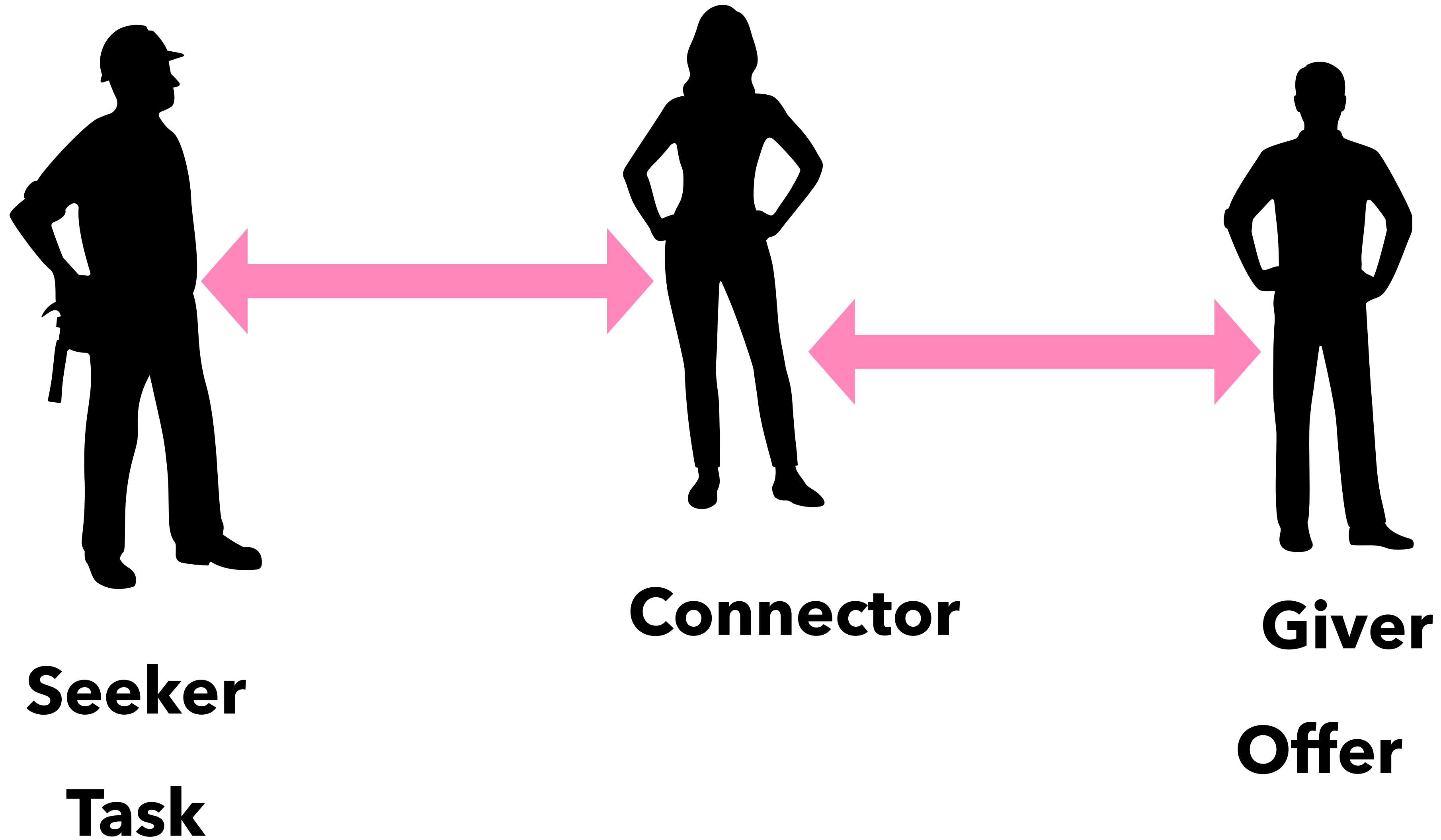
- DAAD events
- City and state integration programs
- Mentoring programs for international talent

8. Online Communities Beyond LinkedIn

- Slack groups
- Discord servers
- Specialized professional platforms and communities

KEY DIFFERENCES BETWEEN NETWORKING ENVIRONMENTS

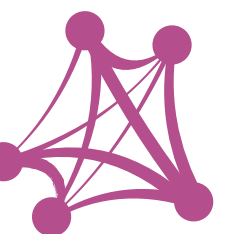
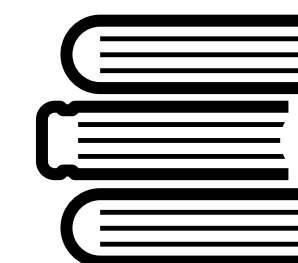
1. **FORMALITY** – HOW FORMAL OR INFORMAL INTERACTIONS ARE
2. **ACCESSIBILITY** – HOW EASY IT IS TO JOIN AND PARTICIPATE
3. **SPEED** – HOW QUICKLY CONNECTIONS AND OPPORTUNITIES DEVELOP
4. **CULTURAL NORMS** – EXPECTED BEHAVIORS, COMMUNICATION STYLES, AND UNWRITTEN RULES
5. **GOALS** – PROFESSIONAL, SOCIAL, ACADEMIC, ENTREPRENEURIAL, OR COMMUNITY-ORIENTED OBJECTIVES
6. **LEVEL OF STRUCTURE** – ORGANIZED PROGRAMS VERSUS INFORMAL GATHERINGS
7. **SOCIAL CLOSENESS** – DEPTH AND STRENGTH OF RELATIONSHIPS TYPICALLY FORMED
8. **TIME HORIZON** – SHORT-TERM OPPORTUNITIES VERSUS LONG-TERM



„Keiner gewinnt allein“ - Carsten Sudhoff

CULTURAL HOTSPOTS (HERINGER)

1. Greeting and approaching people
2. Introducing yourself
3. Choosing a language for the conversation
4. Invitations and gift-giving
5. Personal questions
6. Saying "yes" and "no"
7. Turn-taking, listening habits, and conversation flow
8. Silence
9. Conversation topics and taboos
10. Giving criticism or feedback
11. Apologizing
12. Persuading and presenting arguments
13. Ending a conversation or contact
14. Body language
15. Paying (e.g., restaurant bills)
16. Politeness and etiquette
17. Upbringing and educational background



BRAINSTORMING

= WHAT DO YOU NEED FOR SUCCESSFUL NETWORKING

WHAT SKILLS DO YOU NEED?

**WHAT THINGS / RESOURCES DO
YOU NEED?**



HOW TO MAKE FRIENDS

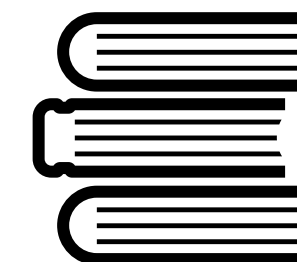
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*You can make **more friends** in two months
by becoming interested in other people
than you can in two years
by trying to get other people
interested in you.*

- Dale Carnegie

HOW TO MAKE FRIENDS (INSPIRED BY DALE CARNEGIE)

- Be genuinely interested in other people
- Ask questions and listen more than you speak
- Use people's names correctly and often (memory trick!)
- Be friendly and approachable
- Give sincere feedback and genuine compliments
- Discover experiences, interests, or challenges you have in common



YOUR INTERESTS



At university for me this was:

- 🧑‍🎓 Go to class (yep, that's right)
- 📖 Ask people to do study groups (helping with language for example) - library sessions!
- 🏃 Doing university sports (kickboxing, rowing, running...)
- 🥾 Hiking, surfing and outdoor stuff
- 🏋️ Go to the gym
- 👷 Get a student job
- 👤 Business and social enterprising club
- 🎤 Join Open-Mics and poetry slams
- 🍕 Free lunch events by the University
- 👥 Job fairs and networking events
- 🍷 Go to and organise flat parties / dinner parties (share our different cuisines!)
- 🏢 Volunteer for events or conferences
- 🌱 Join theme clubs, in what you are interested in (I did ecology renaturation projects, green the city, student newspaper, university politics, ...)
- 🛋️ Use Couchsurfing groups for meet-ups (or other meet-up platforms)
- 📱 And i was recommended using [#tinder](#) to find friends; never did; but social media can help (if you have the clear goal of connecting in real live and use it more like a locator map 🗺️)

💡 **Tip:** Wiederholung macht den Meister - einmal ist keinmal

WHAT YOU CAN OFFER OTHERS

Service Leadership Mindset

- How can I support others?
- How can I build trust?
- How can I truly understand what the other person needs?
- What is my balance between giving and receiving?
- Where am I willing to give first without expecting an immediate return?



STRATEGISE

CONFIDENCE TRAINING / NETWORKING

HELLO ARBEITSWELT

HELLO ARBEITSWELT is organized by University of Hamburg Marketing GmbH in cooperation with the University of Hamburg and three other Hamburg partner universities: HAW, HafenCity University, and TU Hamburg.

At the **HELLO ARBEITSWELT** networking and career event, exhibitors from various industries present themselves directly on the University of Hamburg campus. Every year, students, graduates, and young professionals take advantage of the opportunity to engage with attractive employers and participate in the extensive supporting program.



The poster features a light blue background with a network of circles and lines. At the top left is the University of Hamburg logo (UH) with the text 'Universität Hamburg' and 'DER FORSCHUNG | DER LEHRE | DER BILDUNG'. The main title 'HELLO ARBEITSWELT' is prominently displayed, with 'HELLO' in large blue letters and 'ARBEITSWELT' in a blue speech bubble. Below the title, a white box contains the text: 'Das offizielle Networking- und Karriereevent für Studierende und Unternehmen.' To the right, a blue banner states 'VOM 16.–17. JUNI 2026 AUF DEM CAMPUS DER UNI HAMBURG'. At the bottom right, it lists the organizers: 'EINE INITIATIVE VON: stellenwerk' and 'IN KOOPERATION MIT: HAW HAMBURG, TUHH, and hcu'. A large, stylized blue 'S' is visible on the left side of the poster.

How to make the most of it

Networking Formula:

Meet → Connect → Follow Up →
Stay Visible → Create Opportunities

Set clear goals

Why are you going to the fair?

Decide what you want: internship, working student role, thesis project, or graduate position - select most desirable employers.

Research companies

Find exhibiting companies here:

<https://stellenwerk-jobmessen.de/ausstellerverzeichnis/>

Learn about their products, services, and current projects

Check open positions and required skills

Prepare your introduction /

Prepare your questions

→ 90-second elevator pitch (targeted to needs of company; ask first if you don't know)

Be ready

Bring updated CVs (digital and/or printed) (just to have it ready, not often demanded)

Update your LinkedIn profile

Prepare 2-3 thoughtful questions for recruiters

— How to prepare for the event

A job fair offers you the opportunity to make important new company contacts for your professional future. Good preparation for the trade fair is therefore important and recommended. These are our recommendations for a successful preparation.

Answer yourself these questions:

- Where do you want to go?
- Which professional fields are you interested in?
- Which industries are your target fields?
- Find out beforehand about the companies and organizations of your interest.

Before the fair, gather information about:

- Products and business lines
- Philosophy and goals
- Target groups
- Locations

Prepare yourself for possible conversations and questions at the company stand:

- What technical know-how and special skills and strengths do you have?
- What characterizes your dealings with other people (social skills)?
- How do you structure and manage tasks (methodical competence)?
- Do you have the ability to lead people and to delegate tasks to your employees in a meaningful and understandable way (leadership skills)?
- Have a short profile of your application documents ready

Choose the right clothes for a self-confident appearance:

- Dress so that you feel comfortable!
- Find out about industry standard clothing style

— Guide for conversations at the event

About the application process:

- When is the right time to apply?
- Is it possible to apply even though not all grades are known yet?
- What is expected of form and content?
- What is the weight of grades?
- How specifically should desired areas of application be named?
- What do companies consider particularly important when applying?
- How long does it take to get an answer?
- Where and with whom do you apply?
- What makes an application "interesting" compared to others?

Towards the vacancy:

- What does a typical working day look like in the position?
- "Typical" professional development in the first 3-5 years? Medium-term prospects?
- What should you be particularly good at in this role?
- What professional and personal requirements are absolutely necessary?
- Specialist or managerial position in 5 years?
- What "weaknesses" should an applicant for the position in question not have?
- Medium or very large company? Both have advantages: ask.
- Salary/salary development? (Should not have priority!)

For an internship or thesis:

- How long in advance to apply?
- How specific should the applicant's ideas be?
- How and by whom?
- Internship abroad possible (only about 5% of all companies offer this)?
- Remuneration for internship/examination work

Ask open-ended questions, not closed ones. Maintain eye contact. Let your counterpart finish, but ask if your question is not answered. Also ask a company representative why he or she is with this company or your counterpart, why you should apply to this company and what advantages you would have from it.

Step by Step guide

1. Approach with confidence

Smile, introduce yourself, and make eye contact

Start with a simple greeting and your name

Let them know why you are here (context/goal => match?)

2. Continue / dive deeper on your need and offer

3. Ask meaningful questions

4. Listen actively

Take notes after conversations

Show genuine interest in the company and recruiter

5. Exchange contact information

Connect on LinkedIn

Ask for a business card or recruiter contact

Tip: Focus on quality conversations rather than visiting every booth.

Follow-up matters

Within 24-48 Hours After the Fair

>> Send a thank-you message

Mention where you met

Refer to something specific from the conversation

Express continued interest

>> Connect on LinkedIn

Include a personalized message

Remind them of your conversation

>> Reflect and organize

Review your notes

Rank companies by interest

Track contacts and next steps

→ **Don't forget your professional networking/**

Not just job hunting

Follow-up Actions:

- Submit specific applications for positions that were discussed or advertised
- Attend any agreed follow-up meetings, informational interviews, or networking conversations
- Participate in company events if invited
- Connect on LinkedIn (if offered or agreed upon during the conversation)
- Stay in touch and maintain the relationship when relevant
- Follow up on any promised information or next steps
- Keep track of contacts and opportunities for future engagement
-