

A group of people are shown in a professional setting, likely a conference or networking event. In the foreground, a man with glasses and a beard, wearing a black leather jacket, is engaged in conversation. To his right, a woman with long blonde hair is seen from the back. Further right, a woman in a bright pink blazer is smiling and looking towards a man with long hair who is partially visible on the right edge. The background is slightly blurred, showing other people and a neutral-toned wall.

The Art of Networking: Personal & Professional Life Development

Cam Parsons - Brand Partnerships Specialists

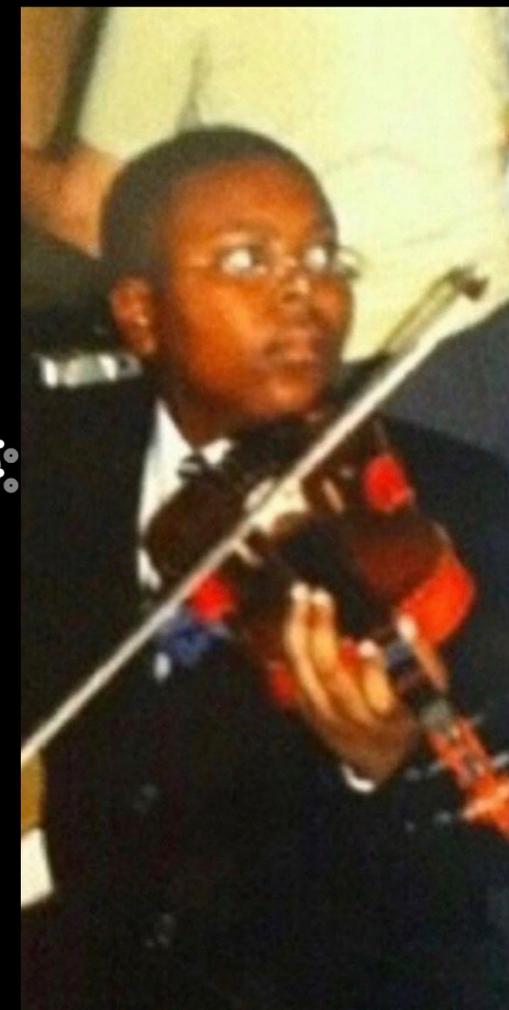
**Who is this guy &
WHY should we
listen?**





ICEBREAKER!!!!

- Name:
- Industry of Profession:
- Name of Company & Services:
- Favorite Sports Team, Song, or Movie:
- Activity You Love/Hobby:



Who is this Guy?

Cam Parsons

Companies

- GRAMMY Awards
- Wasserman Music
- Sofar Sounds
- AEG Presents
- Jack Daniels
- Nestle Water
- Island Records
- BUKU Fest
- Pixelogic/Disney
- Collective25

Careers

- Neo-Soul Violinist
- Brand Partnerships
- Operations
- Pod Assistant
- Music Strategy
- R&B Event Producer
- Marketing Assistant
- Dubbing/Subbing
- Artist Booking

Brands

- Nestle Premium Water: Acqua Panna, Perrier, San Pellegrino, Essentia Water
- JUST Water, Crown Royal
- UncleNearest Premium Whiskey
- Brown-Forman: Jack Daniels, Tequila Herradura, KORBEL Champagne
- Titos Vodka, Teremana Tequila
- True Religion, Gibson Guitars, STIIIZY, JBL, Liquid IV, AT&T/ AT&T Dream in Black, Citi Bank

Artists/Labels

- Kenyon Dixon
- Ella Mai
- John Legend
- Top Dawg Ent.
- GRAMMYs
- Raedio
- Pandora
- LA Reid
- Jai'Len Josey
- The Orchard
- Black Music Collective
- RCE
- Dreamville

Brand Partnership Specialist

Areas of Activation & KPI Focuses

Multi-Cultural Events | Community Engagement | Youth | Entertainment |
Sports | Music | Advocacy | Well-Being | Mentorship

Client Roster:

*Previous Projects or Currently Forecasting
Wasserman 2024 Roster
William Morris Endeavor (WME) 2024 Roster
Kenyon Dixon
RCE
Pandora/Sirius XM
Raedio
TDE
The Orchard
Black Music Collective
Recording Academy
Platoon
Mega - Usher/LA Reid
JammCard
TheBasementSeries
Complex Con BLK
SXSW

Recurring Events:

Mic Check Live
RnB Forever
King's Table
Queen's Table
Black Voices
Los Angeles Derby Day

Brand Roster:

*Previous Projects or Currently Forecasting
Nestle Premium Water: Acqua Panna, Perrier, San Pellegrino, Essentia
JUST Water
Crown Royal
Uncle Nearest Premium Whiskey
Brown-Forman: Jack Daniels, Tequila Herradura, KORBEL Champagne
Titos Vodka
Teremana Tequila
True Religion
Gibson Guitars
STIIZY
JBL
Liquid IV
AT&T/ AT&T Dream in Black
Citi Bank
Beats By Dre







What is Networking?



Networking is about establishing and maintaining connections with people. It's a process of building relationships with individuals who share similar interests, goals, or aspirations.

These connections can be made in various settings, such as academic events, professional gatherings, online platforms, or even through volunteering or community activities.

At It's Core... Building and maintaining professional and personal relationships.

Why Is It Important?

Professional

Networking will open doors

- 1. Job Opportunities:** Many jobs are found through networking, not just job boards.
 - 2. Referrals:** Personal endorsements can lead to job offers.
 - 3. Industry Insight:** Stay updated with trends and company cultures.
 - 4. Mentorship:** Find guides who offer advice and knowledge.
 - 5. Partnerships:** Opportunities for collaborations across projects
 - 6. Reputation Building:** Enhance your professional reputation. Word is BOND.
 - 7. Career Longevity:** Develop a long-term career strategy with a network's help.
- Surround yourself with Success.**

Career Development

“It’s Not About Who You Know... It’s About Who Knows You”

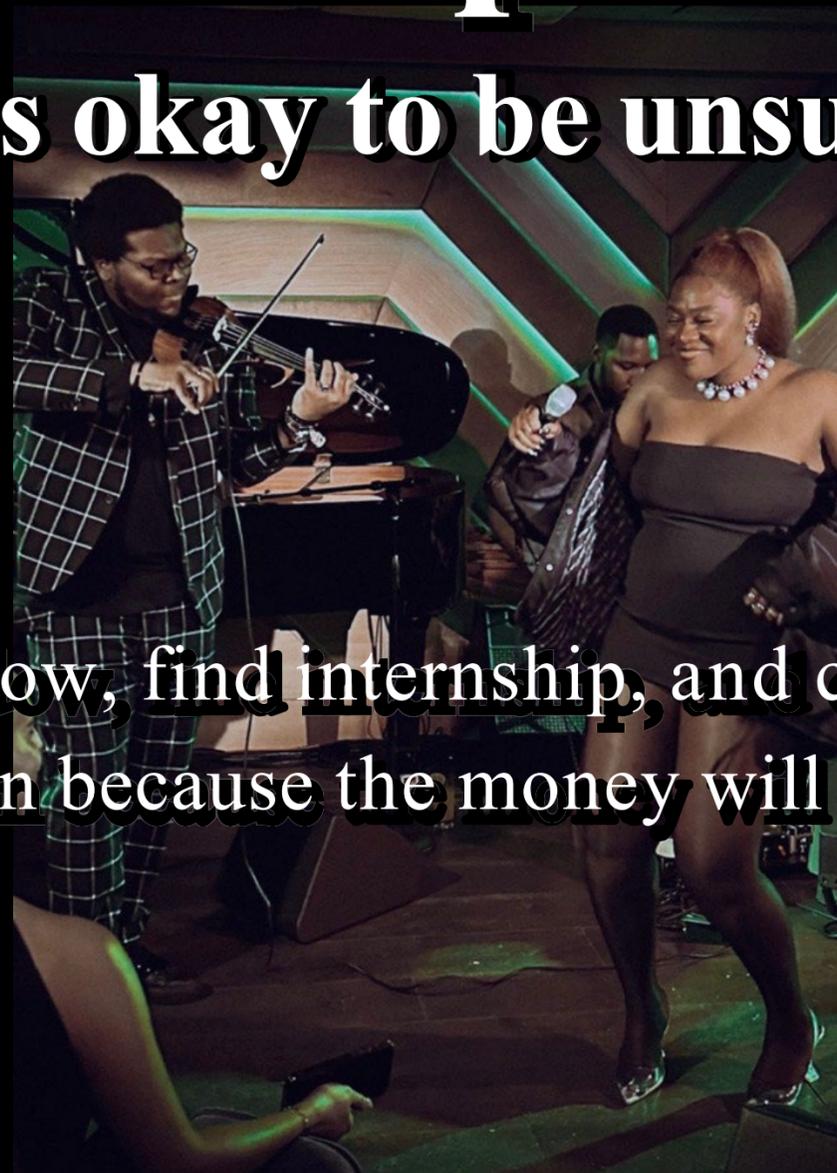
Building a professional network: Attend career fairs, join professional organizations, and participate in online forums to connect with professionals in your field. Reach out to individuals who inspire you and seek guidance from mentors.

Standing out in the crowd: Networking helps you build your personal brand* and make a lasting impression. It allows you to showcase your skills, experience, and passion, making you a stronger candidate.

Make sure to be proactive in your networking efforts. Don't just wait for people to come to you. Reach out to people you admire, join groups, attend events, and share your work.

Career Exploration

It's okay to be unsure



Research potential careers, job shadow, find internship, and chat with people in the role. Follow your passion because the money will still come.

Talk Derby to Me

Alpha Phi Alpha Fraternity, Inc.
Mu Sigma Lambda Chapter



UNCLE
NEAREST
PREMIUM WHISKEY

KORBEL
CALIFORNIA CHAMPAGNE

LOVE
Tito's

PROJECT ALPHA

5 Pictures - 5 Careers





Why Is It Important? Personal

Networking builds a support system.



Having a network of people you can rely on for advice, encouragement, and assistance can be invaluable, especially during challenging times.

Building a Tribe creates a safety net.



You are the CEO of your life. Hire, Demote, and Fire as you see fit.



Personal Development

These connections can lead to enriching experiences, whether it's learning a new skill, exploring a new hobby, or simply engaging in meaningful conversations with people who share your values. Networking can be a catalyst for self-discovery and personal transformation, allowing you to become a more well-rounded and informed individual.

Meeting Diverse People

Networking introduces you to people from diverse backgrounds, experiences, and perspectives. This exposure broadens your understanding of the world, challenges your assumptions, and encourages open-mindedness.

Discovering New Interests

Through conversations and shared activities, you might encounter new hobbies, passions, and fields of study. This can lead to personal growth, self-discovery, and a more fulfilling life.

Expanding Your Skillset

Networking can connect you with mentors, workshops, and resources that help you learn new skills and expand your knowledge base. This can enhance your personal and professional development.



Networking Is A Two Way Street

You've Identified Who You Want To Meet

&

What You Want From Them

What Can You Offer THEM?

Why Should They Return Your Call?



Why Should They Remember Your Name?



Skills to Pay The Bills

Professional

Personal

Interpersonal Communication

How we talk to people (Tune a Drum Story) | Code Switch

Asking Questions

Public Speaking

Confidence

Empathy

Active Listening

Background Knowledge



ACTIVITY

Professional

Personal

What Skills Do You Currently Have? List 7

How Can You Develop Them Further? List 3 Ways To Grow?

What Skills Do You Want To Develop? List 3

Why Those Three?



I'm Not A Businessman... I'm a Business, Man!

Defining Your Personal Brand



1. Whats in a name?
2. What do you want to be called?
3. What makes you stand out? - afro pic, beanie, hair color, shoe game, etc.
4. What do you want to be known for?
5. What skills do you have?

Cameron, Cam, or Muse

Physical Identifiers

Afro & Afro Pick



Primary Skills

1. Interpersonal Communication
2. Empathy
3. Spacial Awareness
4. Strong Existing Network
5. Questions/Curiosity
6. Pivot/Adaptability
7. Likability “Charming”

Types of Networking



Horizontal vs Vertical

Formal Networking:

- Conferences: Connect with industry professionals.
- Workshops: Skill-building and networking sessions.
- Professional Associations: Join groups for specific fields.

Informal Networking:

- Social Gatherings: Engage with friends and family connections.
- Interest Groups: Clubs and extracurricular activities.
- Casual Conversations: Opportunities in everyday interactions.



Finding a Mentor

What Areas in Life do you need a mentor Personally? Professionally?

Be Specific: What are you looking for in a mentor?

What do you want to learn from this person?

Who in your current life & Network can be a Mentor?



ACTIVITY!!!

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I know “What it is...” Now... How Do I Do IT?

Scenario: Attending a Job/Academic Mixer

1. Begin with the End in Mind. - Why am I doing it?
2. Target Acquired: Decide how many new people you want to meet. Identify them.
3. Elevator Pitch
4. Consult Your Mentor - Ask for introductions or guidance
5. Art of the Handshake
6. Maintain Eye Contact
7. Be seen: Be Present in THAT moment. Attend relevant events.
8. Engage Online - socail media, linkedin, etc.
9. Active Listening: Don't Just Listen To Respond.
10. Ask Questions
11. Remain Authentic



How Do I Do It?

Leveraging Online Platforms

Online platforms like LinkedIn provide powerful tools for networking. Create a professional profile that showcases your skills and experience. Connect with individuals in your field of interest and participate in relevant discussions.

Attending Career Fairs

Career fairs offer a valuable opportunity to meet employers and learn about job opportunities. Prepare a concise elevator pitch to introduce yourself and your skills. Be proactive in approaching employers and gathering business cards.

Joining Student Organizations

Joining student organizations related to your field of interest allows you to connect with fellow students and faculty. Participate in activities, share your ideas, and build relationships with like-minded individuals.

Volunteering and Community Involvement

Volunteering provides a unique opportunity to connect with people from various backgrounds and build relationships based on shared values. These connections can lead to unexpected opportunities and expand your network beyond your immediate field.

Creating Your Elevator Pitch

Just Be In The Room - Networking Etiquette

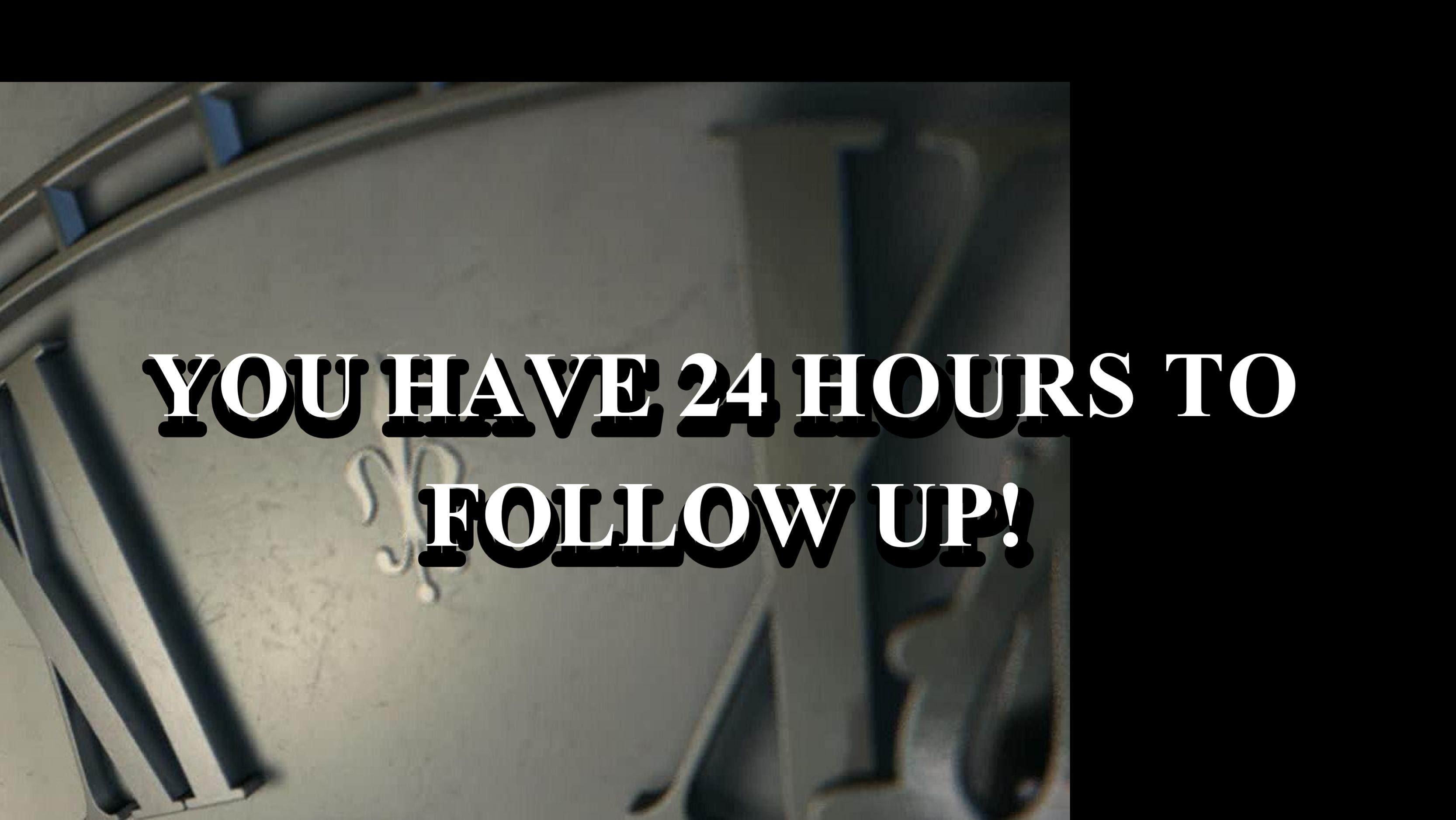


1. **Introductions:** Make and receive introductions graciously.
2. **Punctuality:** Be on time for meetings and engagements.
3. **Professionalism:** Maintain a professional demeanor.
4. **Appropriateness:** Match your approach to the context.
5. **Preparation:** Prepare for interactions with relevant information.
6. **Dress Code:** Follow appropriate dress codes for different settings.
7. **Follow-Up:** Send follow-up messages or thank you notes.

The Art of Maintenance

1. Updates: Share your personal and professional milestones.
2. Greetings: Send holiday, birthday wishes, life events.
3. Check-In: Ask how they are doing and if they need any help.
4. Offer Value/Help: Offer assistance when you can.
5. Share Information: Articles, job leads, event invites.
6. Connect Others: Introduce people who can benefit from knowing each other.
7. Organize Contacts: Use tools or apps to manage your connections.
8. Personal Notes: Keep notes on interactions and preferences.
9. Offer Thanks: Show appreciation for their support.
10. Revive Old Contacts: Don't hesitate to reach out to past connections.
11. Follow Up - Turn Every Meeting Into Another Meeting.





**YOU HAVE 24 HOURS TO
FOLLOW UP!**

Professional Orgs & Volunteering

A source of connectivity

Professional Organizations & Volunteering offer unique opportunities to learn from experienced individuals in your field. Attend conferences and workshops to gain knowledge on current trends and advancements. These events can help you understand the latest developments and connect with experts.

Gain Valuable Insights
Expand Your Network
Develop Leadership Skills



Cam's Orgs & Service

Orgs

1. Alpha Phi Alpha Fraternity Inc.
2. Recording Academy Memeber
3. GRAMMYU
4. For(bes) the Culture
5. Delta Sigma Pi Professional Fraternity
6. African Student Association
7. Ragin Records - on Campus Record Label
8. UL Symphony Section Leader
9. National Society of Leadership and Success
10. Alpha Lambda Delta Honor Society
11. Sigma Alpha Lambda Honor Society
12. Black Male Leadership
13. Ragin Cajun Chorale

Volunteering

1. National Kidney Foundation
2. St. Joseph Diner
3. Lupus Walks
4. LA Food Bank
5. Boys & Girls Club
6. Habitat for Humanity
7. Providence House



Social Media as a Resource

TIKTOK

Youtube

Instagram

Facebook (Twitter too)

Gmail (appropriate email address)

Instagram

MAR 22, 2023

Hello Cam I'm looking for violinist in LA, are you available this weekend

Hello! I hope you're having a great day.

What day(s) this weekend?
What's the event?
Would it be a solo performance or addition to band?

Thank you for responding. I'm looking for violinist for artist Muni Long. She's performing on the iHeart Radio Music Awards. There would be 8 strings (4 violins/ 4 violas) and 2 upright bass players. Is this something you would be interested in?

Cam

34 posts 2,737 followers 1,009 following

January_muse

Musician
Strings | Partnerships | '06

Following Message Email

We Outside GRAMMY II GRAMMY...

The profile shows a grid of 12 posts. The first row contains three posts: a violinist playing, a person in a black outfit, and a person in a green suit. The second row contains three posts: a person in a blue suit, a person in an orange suit, and a person in a green suit. The third row contains three posts: a person in a blue suit, a person in an orange suit, and a person in a green suit. The fourth row contains three posts: a person in a blue suit, a person in an orange suit, and a person in a green suit.

A grid of 12 Instagram posts. The first row contains three posts: a violinist playing, a person in a black outfit, and a person in a green suit. The second row contains three posts: a person in a blue suit, a person in an orange suit, and a person in a green suit. The third row contains three posts: a person in a blue suit, a person in an orange suit, and a person in a green suit. The fourth row contains three posts: a person in a blue suit, a person in an orange suit, and a person in a green suit.

A grid of 12 Instagram posts. The first row contains three posts: a person in a yellow jacket, a person in a black outfit, and a person in a white suit. The second row contains three posts: a person in a blue suit, a person in a black outfit, and a person in a purple dress. The third row contains three posts: a person in a red suit, a person in a white suit, and a person in a yellow suit. The fourth row contains three posts: a person in a blue suit, a person in a white suit, and a person in a yellow suit.

Muni Long - Hrs & Hrs



LinkedIn

 **Cam Parsons** (He/Him) • 9:15 pm
Hi 

I hope you're having an amazing week! I'm Cam - An Artist & Influencer Brand Partnerships Specialist.

I am currently consulting for 


influencers. My focus encompasses Entertainment, Multi-Cultural Engagement, Millennial and Youth/GenZ Key Performance Indicators (KPIs).

I'd love to chat about your current KPI's, Seeding opportunities, and discuss potential synergy between projects we're both working on.

I recognize the value of your time and would love to connect with you. Please let me know your availability in the coming weeks for a discussion.

SEP 27, 2023

 **Cam Parsons** (He/Him) • 2:59 pm
Hi 

I hope all is well on your end! I appreciate the connection. I'd love to learn about any Entertainment or Community KPIs you're operation with.

I work with GRAMMY Nominated Artist 

Series for Emerging Artists, and produce R&B based events. The main being R&B Forever that created the official R&B Stage for SXSW and Complex Con this November.

I'd love to chat more about your role at True Religion & any potential synergy we could create in Q4 or forward. Please let me know if you have any time to connect in the coming weeks & we can set it up.

-Cam Parsons

JAN 22

 **Cam Parsons** (He/Him) • 5:09 pm
GRAMMY Nominated 

I hope all is well on your end. I'd love to discuss Gifting/Seeding/and partnerships for  well as other clients I work with! 

 5:15 pm
Hi Cam. Thank you so much for reaching out. Will Kenyon be attending any Grammy events this year?

Please feel free to email me



LinkedIn Optimization

1. Profile: Craft a detailed and professional profile.
2. Connections: Build a network of classmates, professors, and professionals.
3. Engage: Comment and share relevant content.
4. Groups: Join industry-specific groups and participate.
5. Posts: Share updates and achievements.
6. Endorsements: Endorse and recommend others.
7. Networking Tips: Use LinkedIn's networking features effectively.
8. Students get free trials, etc.

There are free courses & trainings. Leadership/Music/Life Coaching, Take these and get the certificate. Post to page & add quick blurb about what it is and how you'll apply it. Document it on your account.

Update your photo | Update your tagline | Comment, Like, & Share |

Resources - build your network early

Campus Resources:

Professors: Seek advice and mentorship.

Career Services: Utilize for job search and networking tips.

Alumni Office: Connect with former students for guidance.

Student Organizations: Join clubs related to your interests.

Class Projects: Collaborate and build relationships.

Campus Events: Attend career fairs and networking nights.

Internships: Gain experience and connect with professionals.

Volunteer Work: Build skills and expand your network.

Workshops: Attend skill-building and networking workshops.

Guest Speakers: Engage with speakers at campus events.

Career Fairs: Network with employers at job fairs.

Social Activities: Engage in campus and community events.



Resources - build your network early

1. Shreveport- Bossier African American Chamber of Commerce
2. Minority Business Association
3. Greater Shreveport Chamber of Commerce
4. Office of Fair Share
5. Shreveport Community Development.



Challenges

1. Start Small: Begin with one-on-one conversations.
2. Practice: Build confidence through practice.
3. Prepare: Have a few topics ready for discussion.
Fear of Rejection:
 1. Reframe Rejection: View it as a learning experience.
 2. Persistence: Keep trying, as not every attempt will be successful.
 3. Feedback: Seek feedback to improve your approach.
1. Lack of Confidence:
 2. Role Play: Practice conversations and scenarios.
 3. Self-Awareness: Understand your strengths and areas for improvement.
 4. Positive Reinforcement: Celebrate small wins.
5. Limited Network:
 6. Expand Horizons: Attend different types of events.
 7. Cold Outreach: Reach out to professionals online.
 8. Leverage Existing Connections: Ask for introductions.
9. Networking Anxiety:
 10. Deep Breathing: Use relaxation techniques before events.
 11. Supportive Peers: Attend events with friends.
 12. Focus on Others: Shift focus from yourself to learning about others.

I'm Ambivert - sometimes I'm an extreme introvert. I went to an event to find the Henny team, I walked in, saw all the people - called Dar'el and left after 10 minutes



Do's & Don'ts

Dos:

1. **Be Genuine:** Authenticity is key to building trust.
2. **Listen Actively:** Show interest in others' experiences.
3. **Be Respectful:** Respect others' time and opinions.
4. **Follow Up:** Always follow up after meetings or events.
5. **Offer Help:** Be willing to assist others.
6. **Be Prepared:** Have your elevator pitch and materials ready.
7. **Maintain Contact:** Keep in touch regularly.

Don'ts:

1. **Be Pushy:** Avoid being overly aggressive or persistent.
2. **Ignore Etiquette:** Follow networking and professional etiquette.
3. **Focus Only on Yourself:** Networking is about mutual benefit.
4. **Forget to Follow Up:** Always follow up on connections.
5. **Neglect Online Presence:** Keep your social media profiles updated.
6. **Burn Bridges:** Handle disagreements professionally.
7. **Wait for Opportunities:** Be proactive in seeking connections.

Q&A

Contact
Email: cameron@collective25.com
LinkedIn: Cam Parsons
IG: collective25_

