Attending a conference. Networking for business and science.

Lead-in

Complete the abstract below with the words and phrases from the box.

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socializing   goals   hallway conversations

communicate   techniques   hear presentations

Goals of conference attendance

Attending a conference is a professionally rewarding experience. In addition to ……… with colleagues from other institutions and a trip to a possibly exotic place, the two main reasons to attend a conference are to ……… and to ……… with other researchers.

Listening to presentations will inform you of what others are doing, will inspire research ideas of your own, and will expose you to different styles of presentation.

You'll also learn that even though listening to the talks is extremely valuable, ……… can be even more fruitful.

You should tell others about your research. Remember to talk first about the ……… of your research, and only then about the ……… you are using. You have to convince others that the work is worth hearing about.

You'll learn a lot from talking about your work but remember that no one likes to be in a conversation in which they only listen. You need to always tell people about your work, but also be sure to ask others about their work. You'll also learn a lot by listening and by asking questions. Keep an open mind, and try to deeply understand their research.

Make a list of goals for attending a conference. Which, to your mind, is the main one?

Text 1

How to network at a conference

Networking at a conference is easier than you think–even if you are shy or don't enjoy participating in networking. The benefits from networking in a conference environment are immense such as meeting new people who can give you new research, product, or information that will open up new possibilities for you.

Steps

1. <u>Check out the background information online</u>

   Start networking before you even get to the conference. It's important to know who your fellow attendees will be and what their specializations, business, or expertise is. In particular, look up the people who will be presenting at the conference. Take the time to visit the presenters' websites, if relevant. They should also have email addresses on their websites.

2. <u>"Dear X, I will be coming to Z conference where you're presenting and..."</u>

   Email the presenters to let them know that you look forward to hearing their talks. These presenters will appreciate you taking the time. They will, most likely, email you back and thank you. Now you can re-email them and let them know you will make sure you introduce yourself, in person, when you see them at the event.

3. <u>Go up and introduce yourself at the event.</u>

   Go to the talks of those presenters you have emailed. Go early and sit in the front row so that you're in a good position to reach them after the talk. Turn off your cell phone if you haven't already done so. Be attentive so that you can raise any particular points with them afterward if the opportunity presents itself. After their presentation, introduce yourself, compliment the presenter on their presentation, saying briefly why you liked it, and ask any relevant questions that you have

4. <u>Be ready to get to the point quickly.</u>

   Presenters, business people, and others associated with the conference will generally be time-limited and won't get much of a chance to stand around chatting with you. This is an aspect that often scares novice networkers because they're worried about being tongue-tied. So be prepared - make a list of questions you'd like to ask the presenter.

   One way of getting assurance that your questions are welcome is to preface the conversation with something like: "Have I caught you at a bad time? I had two quick questions I wanted to ask you."

5. <u>Listen.</u>

Whatever opportunity you get to network directly with the presenter, be sure to listen well. A good networker is a good listener and while you're talking to the presenter, focus on them and their answers to your questions and not on anybody else in the room. Limit your own talking and encourage the presenter to talk. Stay positive and don't fear pauses. Be considerate of the fact that the conference is probably more overwhelming for the presenter than it is for you. Don't be afraid to make notes on your business cards or in your smart phone. This shows your enthusiasm and willingness. Enjoy talking to the other person. Here is a wonderful opportunity, so make the most of it by enjoying it as well as trying to connect.

6. <u>See which other conference attendees seem to be with the presenter.</u>

If the presenter came with a team and some of them are part of the audience, try to network with them and exchange business cards. Let them know what your business, research, or study is, and see whether it is possible for them to connect you to the presenter in some way, or even better, find out which other people within the presenter's team are worth connecting with more deeply in terms of doing business or exchanging information and ideas.

7. <u>Loved your talk, here is a paper I've written since...</u>

Follow up with an email to the presenter. If you can, send a relevant article to the topic they shared. This will show that you have an avid interest in the topic and that you're willing to share information with them. And if possible, connect the presenter with other relevant people you know personally and share information as generously as you can. Keep the channels of communication flowing; not everyone follows up after networking and they miss enormous opportunities.

8. <u>Look! That guy I met at the conference said he might be able to help our project!</u>

Stay in touch with the presenter by email and phone. Anything can happen here. It's all about sharing who you are and what skills you offer to the world of work that should start a great conversation around connections and opportunities for all those great influences you meet at conferences.

Learn from it

Vocabulary

networking (n) – создание сети полезных деловых связей и контактов;

attendee (n) – человек, присутствующий на встрече, конференции; *fellow attendees*;

expertise (n) – профессионализм, профессиональные знания; *a field of expertise, share expertise, a lack of expertise*;

reach (v) – достигнуть, обратиться; *reach a presenter, it is beyond my reach*;

relevant (adj) – относящийся к делу, уместный; *relevant topics, if relevant, a relevant question;*

novice (adj) – начинающий, новоиспеченный; *a novice networker, a novice actor;*

overwhelming (adj) – подавляющий, непомерный, чрезвычайный; *an overwhelming atmosphere, an overwhelming feeling;*

enthusiasm (n) – энтузиазм, рвение; *with enthusiasm, be/get carried away by enthusiasm;*

avid (adj) – ярый, страстный; *an avid interest in …, an avid reader.*

Practice

1. **Read the text once again and restore the context of the words from Vocabulary section above.**

2. **Work with a partner to make up your own sentences with the words from Vocabulary section.**

3. **Complete the table forming parts of speech.**

Noun	Verb	Adjective	Adverb
networking	attend		
		relevant	
enthusiasm			
		novice	

4. **Match to make collocations. Use the collocations in your own sentences.**

raise	notes
keep the channels	cards
make	a particular question
business	to the point
get	flowing

5. Fill in the blanks with the words from the box.

tongue-tied	reached	business cards	networking
benefits	follow up	relevant	expertise

1. One of the main reasons that people have for attending a conference is the ……… opportunities.

2. I make sure to have my ……… ……… with me at all times and hand those out as much as I can.

3. If you meet interesting people and you never ………, it makes no difference.

4. Barbara was the first-time presenter at an annual scientific conference last March and she couldn't help being ……… in the presence of famous scientists.

5. The company is keen to develop its own ……… in the area of computer programming.

6. How is that ……… to this discussion?

7. He turned round and ……… for his notebook.

8. You should consider the potential ……… of the deal for the company.

6. Translate these sentences into English. Try to use Vocabulary where suitable.

1) Выгоды активного общения на конференциях огромны. Так, встречи с новыми людьми могут дать вам новые идеи для исследований или информацию, которая откроет новые возможности.

2) Установление деловых контактов везде и повсюду — прямая дорога к успеху. Всегда помните об этом. На любом мероприятии знакомьтесь хотя бы с двумя людьми, обменивайтесь контактами, а позже напомните о себе. Улыбка, энтузиазм, и страстный интерес к сотрудничеству и общению – ваши помощники.

3) Вам нужно построить долгосрочные контакты и извлечь из них пользу. Первый контакт после встречи — самый важный. Будет правильным отправить после знакомства письмо по электронной почте.

4) Хорошие отношения — залог вашей карьеры. Если к вам обращаются за помощью, не важно, какой — не отказывайте. Это может быть совет (наверняка, вы обладаете профессиональными знаниями в своей области), дружеская поддержка или важная информация, которой вы владеете. Сегодня поможете вы, а завтра — вам.

5) С эрой социальных сетей нетворкинг намного упростился. Теперь только ленивый не может написать пару фраз нужным людям. Социальные сети предлагают сразу

посмотреть, кто с кем дружит. Все эти люди в вашей френд-ленте могут понадобиться вам уже сейчас.

Speak about it

1. **Decide whether these ideas are *recommendations* to follow or *warnings* for a conference attendee. Discuss them in small groups. Add your own ideas.**

   - Never interrupt.

   - If there are name tags at a conference, wear them. It makes it easier on everyone. Wear it on your right hand side so that when you shake hands, it remains clearly visible.

   - Attend as many conference social events as possible.

   - Don't lie about anything. Trust is an integral part of networking and your reputation will be damaged if caught out.

   - When you arrive early at a session introduce yourself to the people around you.

   - If you are a student see if the conference is looking for student volunteers. If so, volunteer to help out in an area where you will have the opportunity to meet many attendees.

   - Don't push your ideas. Ask questions instead, first and then, use your ideas to add to those with whom you are networking.

   - Make a habit of giving out and requesting business cards.

   - Follow up with the people promptly after the conference, preferably with a note relevant to their specific interests.

   - Avoid swearing or using any language that might be considered offensive. You don't know people's backgrounds or beliefs, so be respectful at all times.

   - Contact them from time to time afterwards with something relevant to their interests, perhaps an article relevant to their interests or scheduling of related conferences you may attend, to establish and maintain rapport.

   - Remember not to be greedy and focused on you first. Networking is a relationship strategy.

2. Role-play the following situations:

a) <u>Student A</u>: you are a novice attendee at a conference (any subject of your interest). Your style of networking follows recommendations from Exercise 1 above.

<u>Student B</u>: you are a novice attendee at a conference (any subject of your interest). Your style of networking doesn't follow recommendations from Exercise 1 above.

b) <u>Student A</u>: you have just listened to a presentation by a renowned expert in a field of your interest. Come up to the presenter to compliment, ask questions and ensure further communication.

<u>Student B</u>: you are a renowned expert in X field. You have just given a talk and are in a good mood to socialize.

c) <u>Student A</u>: you work for a journal in X field. Your goal at a conference is to establish as many contacts as possible in order to attract new authors for your journal.

<u>Students B, C, D, etc</u>: you are conference attendees (think of your names, positions, professional interests)

Text 2

Social networking for scientists

Connecting scientists across time and space is no longer a problem these days thanks to the internet and a niche social network called ResearchGATE described as a "Facebook for scientists" by founder Ijad Madisch. A researcher in radiology at Harvard University, Madisch co-created ResearchGATE after receiving a scholarship to study at the Ivy League university and discovering that social networks didn't offer the tools he needed for scientific collaboration with the colleagues he had left back home in Germany.

"I'm originally a medical doctor with a PhD in molecular biology. When I went to Harvard, I left behind my best friend and research partner who was based in Germany and we discovered that it was very, very hard to work on our projects." Madisch and his colleague were communicating using Facebook and started thinking what they'd need to collaborate more effectively and include a broader network of scientists with similar interests. Thus the concept of ResearchGATE was born.

"We started the network about three-and-a-half years ago and already we have more than 700,000 scientists who are members from nearly 200 different countries. Two years ago we were getting about 50 new sign-ups a day and now we get about 2,500 new registrations each day. It's grown unbelievably fast," says Madisch.

A social networking site that enables scientists to crowdsource research, create communities, find jobs, publish, share, collaborate and much more, ResearchGATE is built by scientists for scientists. Free to use, ResearchGATE is the largest and fastest-growing global network of its kind.

One of the biggest contributions ResearchGATE could make to the scientific community is enabling researchers and scientists to learn from failures. Alexander Fleming's stroke of luck which led to the discovery of penicillin is an anomaly in science. More often successes only come on the back of years if not decades of mistakes.

Another big contribution ResearchGATE makes is connecting the world's best scientific thinkers with researchers in isolated and remote areas of the world. "Some of the biggest value ResearchGATE is bringing the scientific community is in connecting scientists in countries that have not really been connected. We're linking scientists in Africa with scientists in South America and Russia and creating a network for discussion with specific collaboration tools - without borders or time issues," says Madisch.

Though the internet has speeded things up, it has not fundamentally changed how researchers are connected. Academic communities are still pretty fragmented, frequently making it hard for scientists to find others doing similar research. And results often are not shared across disciplines. "Social media is changing attitudes in science and changing how scientists open their ideas and work to the world," says Madisch.

At the moment, most of the users are in their 20s. Their favourite activity is to ask each other questions about practical research problems. They are also busy reading each other's papers: more than 10m have been uploaded.

Scientists whose reputations are established may be more hesitant, though, and not just because they are set in their ways. Science is not only about collaboration but also about competition. This limits what people are willing to share. But Dr Madisch is optimistic. Those who have grown up with Facebook, he says, know that sharing will improve their research. And their older colleagues will eventually come around—or retire.

Learn from it

Vocabulary

niche (adj) – узкоспециализированный; *a niche social network, a niche product*;

tool (n) – инструмент, способ; *an educational tool, a tool for research, collaboration tools*;

collaboration (n) – сотрудничество; *close collaboration, work in collaboration with…;*

enable (v) – позволять; *enable scientists to share;*

failure (n) – неудача; *end in failure, result in complete failure;*

link (v) – соединять, связывать; *link together;*

establish (v) – установить, основать, укрепить; *establish a reputation, establish relationships, establish yourself in the market.*

Practice

1. **Read the text once again and restore the context of the words from Vocabulary section above.**

2. **Work with a partner to make up your own sentences with the words from Vocabulary section.**

3. **Complete the table forming parts of speech.**

Noun	Verb	Adjective	Adverb
failure collaboration			
		hesitant	
	Link		

4. Match to make collocations. Use the collocations in your own sentences.

work on	areas
a stroke	across disciplines
be set in	a scholarship
share	projects
receive	research
crowdsource	one's ways
remote	of luck

5. Fill in the blanks with the words from the box.

crowdsourcing concepts remote scholarship sign fundamentally

1. She's decided to ……… up for evening classes.

2. The first year introduces the basic ……… of management.

3. Sophie was awarded a ……… to attend Boston University.

4. "Wisdom of the crowd" is a type of ……… that collects large amounts of information to gain a complete picture of a topic, based on the idea that a group of people is often more intelligent than an individual.

5. She had never imagined being able to visit such ……… countries.

6. The Internet has ……… changed the way people communicate with one another.

6. Render the following text in English. Try to use Vocabulary where suitable.

ResearchGate — бесплатная социальная сеть и средство сотрудничества ученых всех научных дисциплин. Она предоставляет такие приложения, как поиск, совместное использование файлов, обмен базой публикаций, форумы, дискуссии и так далее. Участники могут создавать свой персональный блог внутри сети.

Проанализировав информацию, указанную пользователем в его профайле, сайт предлагает близкие интересам пользователя группы, других участников и литературу. В целом, создано более 1 100 групп. Группы могут быть как открытыми, так и закрытыми. Любой пользователь всегда может создать новую группу. Группа предлагает инструменты поддержки сотрудничества, такие как обмен файлами,

планирование встреч и организация опросов. Несколько научных организаций и конференций используют ResearchGate как основной способ общения с участниками. Сайт также предлагает возможность создания приватных подгрупп для больших организаций, открытых только для участников из соответствующего института.

Сайт также содержит доску объявлений со списком международных вакансий для ученых. Список может быть отсортирован по ключевым словам, должности, областям и странам. В 2009 году ResearchGate дал возможность загружать недавно опубликованные статьи с соблюдением авторских прав. Пользователи могут читать и скачивать статьи бесплатно.

ResearchBlog — официальный блог ctnb ResearchGATE. Он был открыт в ноябре 2009 года. Участники сети могут отправлять записи из своих личных ResearchGate-блогов для включения в общий, официальный блог. Наиболее качественные записи отбираются и публикуются. Таким образом, ResearchBlog, состоящий из отобранных записей пользователей, является уважаемым источником новостей, комментариев, исследований и инноваций из всех областей научной деятельности.

Speak about it

Discuss the following questions with a partner.

1) What is ResearchGATE? Why is it called "Facebook for scientists"?

2) How was the concept of ResearchGATE born?

3) What are the advantages of ReasearchGATE? What are its contributions to the global science?

4) How could a novice scientist benefit from signing up at ResearchGATE? Would a reputable scientist find it useful? Why (not)?

5) Describe a typical user of ResearchGATE.

6) "Sharing will improve research" – can you agree with this statement? Give arguments.

7) Would you like to join such a specific social networking platform? Why (not)?