

## IMP

The Industry Mentoring Program (IMP) connects Griffith students and graduates with industry professionals for career development learning and industry exposure. We support hundreds of mentoring relationships each year, in a wide range of industry sectors.

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## Top Tips for Effective and Memorable Business Cards (printed and online)

One of key milestones in the Griffith Industry Mentoring program is to design a Business Card. We encourage you to design your card early as it is a very useful tool for sharing your contact details and making a lasting first impression during the various networking opportunities in the Program.

### Can I have a business card without a business or employer?

Yes! A business card is simply a tool to share your contact details with other professionals. Often used during networking opportunities, a good business card also creates a strong first impression by associating you with meaningful words and phrases – industry contacts may use to remember you., so consider carefully what you put on your card.

So, what information should be on your card, particularly when you are not working in your discipline of study or don't yet have a professional job title? Check out our tips below:

- **Name & Contact Details:** The primary purpose of networking cards is to get your contact details out there! Be sure to include your name, current contact number and email address in a prominent position.
- **Details of your degree and expected year of graduation:** In the absence of a Job Title or Company Name why not list your Degree or your Major and the year you expect to graduate?
- **Linkedin Page:** Including your LinkedIn url on your card provides a great way to ensure your new contacts have the information they need to stay connected. Be sure your profile is up-to-date and professional.
- **Personal Branding Statement:** Consider a statement that best describes you and where you want to go in your career. This statement may assist the people you meet to link you to beneficial contacts or experiences and will ensure they associate you with your chosen career aspirations straightaway.
- **Strengths and Expertise:** As an alternative to a branding statement, consider using words that describe your strengths and expertise. This information may make you stand out to and consider you for any potential opportunities.

- **Be Creative:** Don't be afraid to stand out! To make a great first impression, let your creative juices flow and consider the use of colour and graphics. Before you know it, you will be required to have a business card with your employer's branding so why not use this time to be unique with your own design?
- **Go Digital:** Fewer and fewer professionals carry printed business cards or wallets, but almost everyone you meet will have a mobile phone. There are a range of platforms to assist you in creating a virtual business card, such as Blinq, HiHello, and Popl to name a few. Officeworks do them as well!
- **Keep it neat:** Less is often more so do not clutter your card. If you include a link to your relevant social media platforms, they will tell the rest of the story.
- **To Print or Not to Print:** Should you go the traditional route and choose to print your cards, use a professional printer (Officeworks does a pretty good job and is great if you need them quickly).
- **Don't Leave Home Without Them:** Networking events aren't the only places to hand out your card. You never know when you might meet someone who could be a great contact or potential employer.