



Networking Etiquette for the Modern Games Industry Professional

Jarryd Huntley
Founder and Lead Programmer at Polytundra
@JarrydHuntley

GAME DEVELOPERS CONFERENCE

MARCH 18–22, 2019 | #GDC19

Who feels that professional networking is/will be a necessary part of their career?

Who feels that they could improve
their networking skills?



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What we'll be covering together

- What is networking?
- The different types of networking?
-

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- The different types of networking?
- Practical Networking Etiquette Tips for the Modern Games Industry Professional

What is networking?

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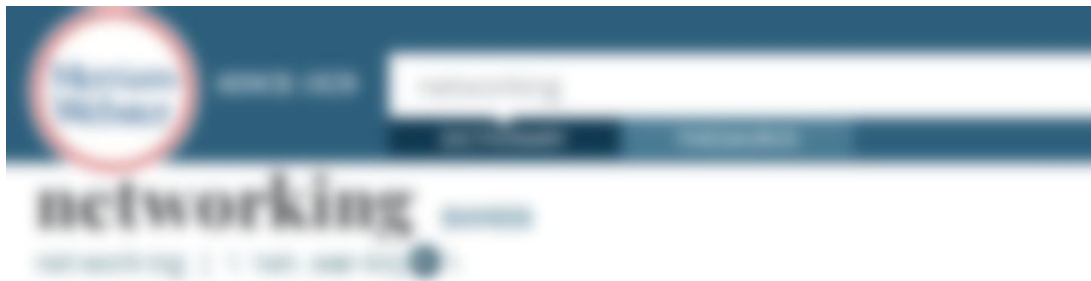
networking noun

net·work·ing | \ 'net-, wər-kiŋ \

Definition of *networking*

- 1 : the exchange of information or services among individuals, groups, or institutions
specifically : the cultivation of productive relationships for employment or business
// ... networking remains the No. 1 cause of job attainment ...
— Hal Lancaster
- 2 : the establishment or use of a computer network
*// He has extensive experience in computer *networking* and information security.*

What is networking?

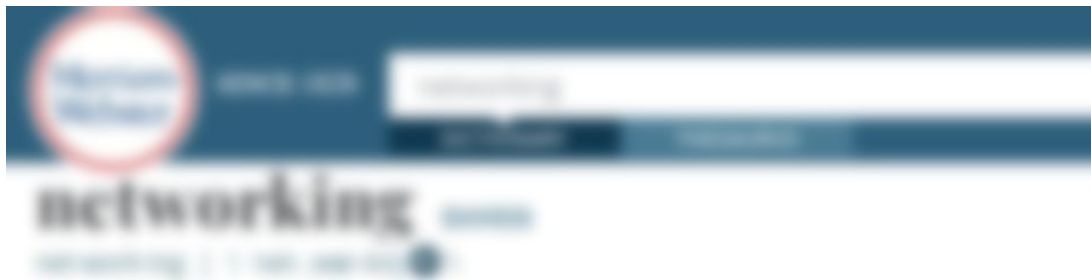


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- 2 : the establishment or use of a computer network
or the act or process of establishing and maintaining such a network

What is networking?



Definition of *networking*

1 : the exchange of information or services among individuals, groups, or institutions

Exchange of information

...among individuals, groups, or
institutions

...among individuals

General talking tips

- **Good**

Don't hog the conversation

- **Better**

Remember the individuals

- **Best**

Listen and exchange
information

Don't assume anything

Always be authentic



The different types of networking?

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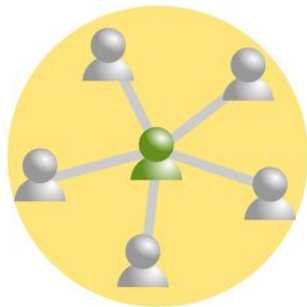


The different types of networking?

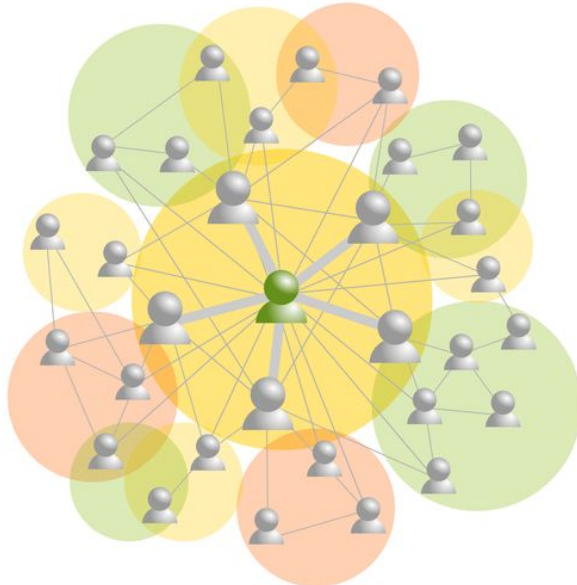
- Mark Granovetter
- The Strength of Weak Ties(1973)
- Strong ties vs weak ties

The different types of networking?

The Strength of Weak Ties



CONNECTIONS THROUGH STRONG TIES

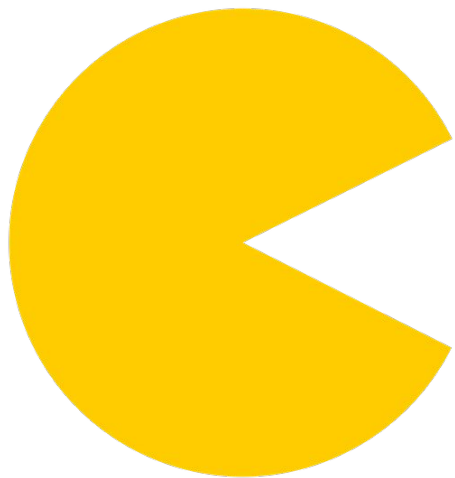


CONNECTIONS THROUGH WEAK TIES

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...among individuals

Feeling comfortable



- **Good**

Go with a buddy

Avoid in-jokes(inside jokes)

- **Better**

PAC-MAN Rule([Eric Holscher](https://bit.ly/2Cv9OMA)) - bit.ly/2Cv9OMA

Politely excuse yourself

- **Best**

Take time when you need it. Remember it's not a race, or a marathon, it's your career!

Starting or joining conversation

- **Good**

Say hi, and gauge their response

- **Better**

Ask an interesting question

- **Best**

Ask to join the conversation



Making Mistakes

- **Good**

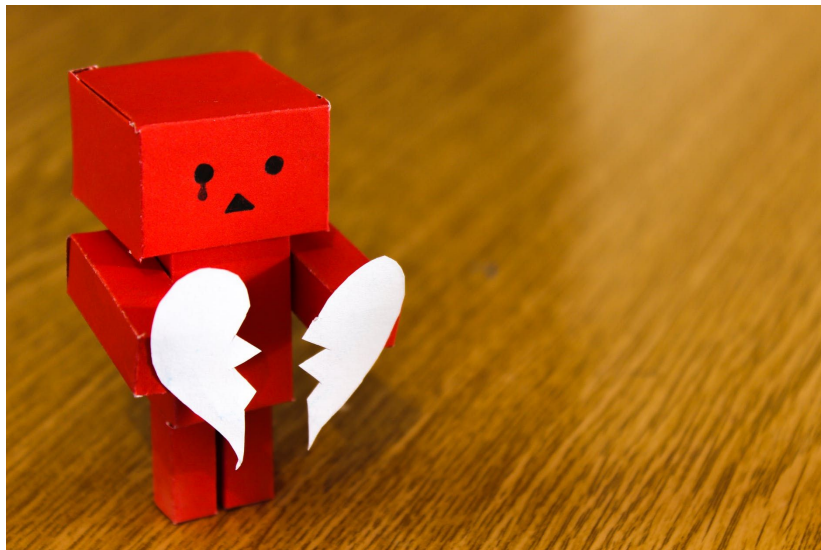
Apologize

- **Better**

Don't dwell on it

- **Best**

Remember you're more likely to
remember something
embarrassing



Reaching out

- **Good**

Asking for advice, input, or material review

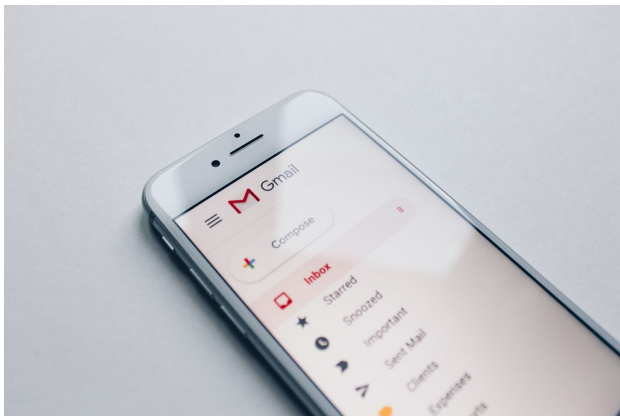
- **Better**

Be respectful of others' time

Individual follow up messages

- **Best**

Provide a concise question and your reason for wanting to meet up



Wrapping up

- Remember, you're networking with people
- Meeting people from your extended networks is the way to meet others
- The more people you meet the stronger your network becomes





Thank you!

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Questions?

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Thank you!

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