



Special Issue

November 1, 2010

#SCCC10

Dear Sammy,

The **student event of the year** is just around the corner! This special edition of *nywiciNEXT* is here to help get you prepared for and make the most of the 2010 Student Communications Career Conference.

For those of you new to New York Women in Communications, Inc., *nywiciNEXT* is the quarterly e-newsletter **written by and for student members**, complemented by the *nextBLOG*. Receiving it in your inbox is one of the many **benefits of student membership**, and this issue is a bonus to all past and present Conference attendees. If you didn't snag the great deal of attending the conference and joining the organization for only \$110, a \$20 discount, this Saturday will surely convince you to purchase a membership -- good thing there is registration on site! And it's not too late to [register](#) for the Conference itself, either.



Near the membership table, there will be a *nywiciNEXT* one where myself and the masthead will be to answer your questions about the publication and hopefully recruit you to our writing staff. We will also be wearing "Ask me about *nywiciNEXT*!" pins so you can easily flag us down throughout the day.

So, **let's get prepared!** Enjoy the issue now, and keep it on your smartphone for instant reference on Saturday. Don't forget to tweet with the **#SCCC10 hashtag** from that smartphone, too, so that those participating in person or observing on the web can keep track of it all.

As always, I would **love to hear from you** with any questions or comments about any and every thing NYWICI!

All the best,
[Marie Dugo](#): Vassar College '11; Media Studies, Urban Studies



If you're a student or intern looking for summer housing in New York City, it's time to raise your standards!

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...prepping for success...

By Jacqueline Bryk; Columbia University '13

Picture this: You're in a room with dozens of well-known, talented communications professionals and over 300 students who all share a common goal of succeeding in this industry.

Sound like a **dream come true**? Welcome to the New York Women in Communications Student Communications Career Conference. At this **annual** conference, students have the opportunity to hear from industry professionals about what it takes to **succeed** in a variety of communications careers.

How can you prepare for this extraordinary opportunity? We'll take you step by step with *nywiciNEXT*'s official conference checklist:

What should I bring?

- I **Print out 10-15 copies of your resume** to hand to any professionals with whom you make a connection. Pay attention to common grammatical errors, spelling mistakes, incorrect dates or typos. Have you done anything recently that you have forgotten to add? Try customizing your resume for different fields by rearranging your accomplishments and highlighting keywords based on the jobs you are looking for.
- I **Bring some business cards**. Make sure they have your name and all your contact information in a professional and visible font. (Need to make cards? Try websites like Magic Prints or Moo!)
- I **Prepare questions** to ask panel members.
- I **Create an "elevator speech."** This is a 15- to 30-second speech that concisely describes who you are and what makes you unique.
- I **Never be without a pen and paper** to take notes during the day!

At the Conference:

- I When you first enter, **keep an eye out** for all the panelists and guest speakers. Walk over and introduce yourself to anyone and everyone. Ask about their jobs and about career histories.
- I If you make an **especially great connection** with someone, you can move on to discuss job openings and internships. This can result in a chance to offer your resume.

During the panel sessions:

- I **Ask questions!** Most panel sessions will end with a Q & A, and panelists will be more than happy to share their advice with students.
- I After the session concludes, feel free to **strike up a conversation** with one of the panelists. Exchange business cards and be sure to keep in touch. The same holds true for other attendees -- everyone is a member of the next communications generation!

Final tips:

- I **Smile and be approachable**. Are you sitting next to someone you don't know during a panel session? Introduce yourself!

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- I **Email any contacts you make within 1 to 2 days of the conference.** A simple note thanking them for their time, or saying how much you learned from them can go a long way and will ensure that they'll remember you.
- I **Don't put too much pressure on yourself to walk out of the SCCC with an internship or job offer.** Make connections, but don't forget the importance of simply listening to the advice the panelists have to offer. Learning about their success stories will help you create your own!

...how to approach a panelist... or anyone you want to impress

By Kayla M. LeGoff, Fordham University '13, Communications and Media Studies

Networking in action at the 2009 Student Communications Career



Conference.

We've all experienced the awkwardness that can accompany networking. You're at the event. In a suit. And heels. You're uncomfortable. You want to approach that oh-so-successful someone...but how do you do it? Here are three foolproof tips on how to approach a panelist and make a connection.

1. **Take notes.** If you pay attention to what panelists are saying, it will give you something to discuss when you go up to talk with them. For example, if a journalist talks about their experience on their college newspaper, you can go up to them and say, "Hi, I'm on the newspaper at [insert high school/college]. I'm thinking about going into journalism, so what can I do after this to learn even more about the field? Do you have any suggestions?" This can really get the ball rolling and you'll end up having a great conversation.
2. **A little flattery doesn't hurt.** If you're a fan of one of the professionals you see at the conference, don't be afraid to say so! Walk right up to Mara Schiavocampo and say, "Hi, I'm [name]. I just wanted to introduce myself. I'm a big fan of your reports on MSNBC." Also, be sure to give a specific report/article/piece when doing this. The most important thing when approaching someone is to have something to say. Expressing your admiration for them is a good icebreaker if you can't think of a question to ask them off the bat.
3. **Be yourself.** That may sound silly, but it's true. Remember, you're fabulous and if you just take a step back to breathe, the panelists will take note of how calm and poised you are. Your genuine interest and enthusiasm counts for a lot.

Now that you have the tools to make a great impression, there's no stopping you! Go forth, and conquer! Check the [nextBLOG](#) mid-week for a preview of this year's panelists by Stephanie Marie Guzman.

...in case you missed it...

NYWICI *next*BLOG

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~The Line Between Fashion and Politics

~Next Up: What to Expect at the Student Communications Career Conference

~Siobhan Cassidy dishes about her internship at JAYE, an online fashion mag

~Kayla LeGoff explains why Nicholas Kristof makes her spill her coffee

AND: Keep an eye out for juicy nextBLOG coverage of the career conference, including...

~Top 10 Items to Bring With You

~How to Choose Panels

~Tips on Creating Business Cards

Interested in covering the SCCC for the blog? Or just blogging in general? E-mail Megan & Kayla at nywici.nextBLOG2010@gmail.com, or tweet 'em at [@nywici_nextBLOG](https://twitter.com/nywici_nextBLOG)!

...Megan Hess & Kayla M. Le Goff, *nextBLOG* Co-Editors-in-Chief

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