

# Workshop

Workshop | "Stronger Together - Networking in the Times of Competition"  
10 October 2019

Berlin  
Poland

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# Participants

## Group 1

- Katharine de Siqueira | medux
- Nora Hänska | Hänska
- Anna Słupianek | Art Dress

### Presenters

Dorota Stepniak | IDZ

Marte Hentschel | Sourcebook

### Speakers

Grzegorz Słupianek | Art Dress

Maxi Bohn | Fashion Tech  
Consultancy

## Group 2

- Sarah Jolitz | kaliberfashion.berlin
- Florencia Tanzi | CLOUDY BERLIN
- Marisa Fuentes Prado | Maqu
- Grzegorz Słupianek | Art Dress

# Agenda

## **What does networking mean in times of economic change - from competition to the network economy?**

- What are the aims of networking?
- Where are the networking fields?
- Identify the gaps - define the needs
- How can you create your network? Mapping.
- Elevator Pitch – short training and feedback

# Agenda

## Professional networking tools

- Input Mapping
- Who to partner up with (Berlin, Germany, Poland) – stakeholder mapping
- How to network? Initiation, coordination & management
- Challenges: Competition, IP & Privacy issues
- Network design – legal issues & tools
- Good examples of networking worldwide

## Case Studies

- Grzegorz Słupianek, Art Dress
- Maxi Bohn, Fashion Tech Consultancy

# Warm up to get to know each other

## What does networking mean ?

### Networking as part of a strategy

- Networking is about forging a reciprocal relationship in which you seek to meet people you can learn from and offer yourself as a resource. You're selling them on the fact that you're social, nice, open, giving and smart. You're looking to make a connection with people who – if they like you – ideally will want to help you, too. - Quelle?

# Identify your gaps

You first must understand what you want to achieve. Next, you should identify where it is best to network, what specifically you should say and to whom.

Too much going on/  
no time

We all live in  
different bubbles

People have  
problems with  
sharing information

It's hard to  
get to know  
people

Different  
languages:  
Spanish,  
German,  
English...



# What are the aims of networking ?

## People network for different reasons:

- To land a job
- To do business
- To be social
- To solve a specific problem
- To learn something

# What are the networking fields ?

- Events
- Workshops
- Design markets
- Social media
- Sourcebook
- Designer Meet-ups
- Trade fairs



# Used Networking Tools

## Platforms

NOT JUST A LABEL®  
DISCOVERING AND SUPPORTING PIONEERS  
IN CONTEMPORARY FASHION



tausendkind

FASHION  
— NETWORK —



Etsy

## Social Media



# Used Networking Tools

## Spontaneous Applications

Writing offers directly to companies I would like to work with.

## Fairs

- CIFF Copenhagen
- Berlin Showroom
- Professional Fabric and Supplier Fairs
- Neonyt
- PV (kurz für was?)

## Private Networks

- Kindergarden
- School: Parents
- University: UDK Students and Teachers
- Designers
- Friends

# Professional Networking Tools

## Councils

**Fashion Council Germany**  
fashion-council-germany.online/

## Technical Packages

**Techpack**  
www.techpacker.com/

## Incubators

**Future Tech Lab**  
ftlab.com/

## Online Sourcing

**Interloom**  
interloom.org

**Factory in a Box**  
smartmanufacturingaccelerator.co.uk

## Online Networks

**Mistra future Fashion**  
mistrafuturefashion.com/

## Associations & NGOs

**Fibershed**  
www.fibershed.com/

## European Networks

**DeFINE**  
www.define-network.eu/

# Professional Networking Tools

## Collaboratives

**Fashion East**

[www.fashioneast.co.uk](http://www.fashioneast.co.uk)

## Online Market Places

**Not just a label**

[notjustalabel.com](http://notjustalabel.com)

## Fashion Fairs and Conference

**Fashionsustain/**

**Neonyt**

[neonyt.messefrankfurt.com](http://neonyt.messefrankfurt.com)

## Online Directories

**Close the loop**

[www.closesthe-loop.com.au](http://www.closesthe-loop.com.au)

# Be prepared! Questions you should ask yourself:

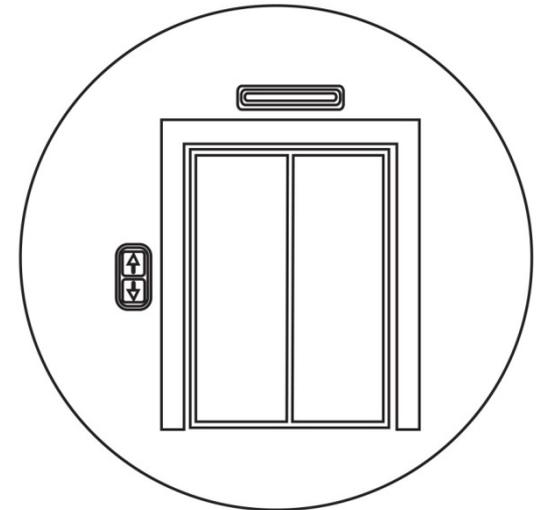
- Who is the target audience?
- What is the customer pain that I'm eliminating?
- What product or services do I offer?
- What are the key benefits of my offering?
- How is what I offer different than the competition?

# Basic Elevator Pitch

## How to create a great elevator pitch

1. The essentials ( the basics about you )
2. The past and present ( your experience and your latest project )
3. The future ( your longer term career goals )
4. The company „fit“ (What are the key benefits of my offering? How is what I offer different than the competition?)

→ Keep it short and simple!



# Case Studies: Grzegorz Słupianek

*„Before I came here we had no German customer and we were 20 people. Now we are 50.“*

*„I have learnt that first you need to swim with the small fish before you can swim with the big ones. I learned a lot due to small productions.“*



*„Just show up and listen and build a relationship with your customers.“*

# Case Studies: Maxi Bohn

Maxi Bohn is an expert in technical product development of garments. She supports fashion brands as an independent consultant.

Her networking key ideas:

- **Visibility:** Networking will increase your visibility and ultimately build your name and brand.
- **Google:** Google to get an overview but use your network for in-depth knowledge.
- **Success:** Help others succeed and in return they will help you do the same.



# Networking Idea No. 1 Visibility

- When it comes to networking situations I never think about selling myself or my services. I think about growing my visibility!
- Going into a conversation with the purpose to convince somebody will leave a high risk of not being authentic and coming across pushy. Selling yourself is a big no-no in networking.
- Think of networking as putting up posters of yourself across town. That will increase your visibility and ultimately build your name and brand.

# Networking Idea No. 2 Google

- Networking will let you gain insights that you can't google. You can read as many articles, posts, feeds, recommendations as the day is long.
- But these sources will give you a picture that was carefully planned out by marketing pros. The professionals around you are able to give you truthful information about that new service, tool, software, partnership, conference. Nowhere else you'll be able to have first hand information available.
- Use the knowledge of your network, because you can't google most of it!

# Networking Idea No. 3 Success

- When I find myself in networking situations I think about helping others first.  
For the simple reason: If I support the people in my network, may it be with knowledge, feedback, a contact or even just a couple of minutes of my attention then they will get better and are more likely to succeed.
- Which makes me the lucky one being surrounded by successful people who I can ask for valuable support later.
- Networking is a two way street so give first and you'll be amazed by what comes back when you're in need.

# Wrap up

- You have to find your own way to network.
- Think about which goal you want to network with and what you want to achieve with it.
- Networking gives you the opportunity to get first hand information from specialists in their field.
- Maintain relevant contacts: Do not indiscriminately include all the people you meet in your network.
- Don't just take support, but above all give it: Don't expect too much from your contacts. You can only expect something in return if you also help others.

Thank you for your participation!  
Dziękujemy za udział!  
Vielen Dank für Ihre Teilnahme!

