



— VIRTUAL —

FUTURE FORUM

NEW FRIENDS & NEW LESSONS: PUTTING THE PTTOW! NEXT SUMMIT TO WORK

With the 2022 PTTOW! Next Summit behind you, it's important to utilize your connections and learnings wisely. This session taught us how to make the most of new relationships! Access awesome tips inside this toolkit.

Featured Experts:

Peter Pham // Co-Founder // **Science**

Keely Cat-Wells // Founder, C Talent // **Whalar**

Olivia Yu // Vice President, Global Partnerships // **Bumble**



Peter Pham is the co-founder of Science Venture Studios & their \$75M fund. His incubator is behind companies like Dollar Shave Club, DogVacay (merged w/ Rover), Mammoth Media, Liquid Death, and Protego Trust Bank (1 of only federally licensed Crypto Banks). He's been a seed stage angel investor & advisor to companies like Nextdoor, Kabam, Ring, Tonal, Medium, Tala, & Scopely. Most recently he co-executive produced the Kanye documentary Jenn-yuhs on Netflix as he continues to invest & incubate in companies that are part of the mainstream culture. As an entrepreneur he was on the founding team of Photobucket which sold to Myspace for \$300M in 2007 and was co-founder/CEO of Billshrink/Truaxis which sold to Mastercard. More importantly he will always be first on the dance floor.

Keely Cat-Wells // Founder, C Talent



whalar



Keely is Entrepreneur and Disability Activist dedicated to making social, systemic, and economic change. As the Founder and President of C Talent Keely has been named a Forbes 30 Under 30 honouree, Diana Award winner, a AdWeek Young Influential, Great British Entrepreneur of the Year, most powerful executive in the creator economy by Fast Company, LinkedIn Top Voice, Rebel Girl Top 100 Changemaker and was featured the best-selling Good Night Stories for Rebel Girls series. Keely has also been appointed as an Advisory Board Member to Lady Gaga's Born This Way Foundation.

She founded her first company at a young age during her time in hospital, which developed into C Talent. C Talent is an award-winning talent management and consulting company that represents high-profile Deaf and Disabled talent. C Talent's goal is to change the way the world views and defines disability, utilizing the entertainment, advertising, and media industries' massive reach and power. C Talent works to place disabled talent into all roles, not just disability-specific roles – normalizing disabled people being experts in subjects beyond disability. C Talent has placed talent in thousands of projects with companies and brands such as Savage X Fenty, Hulu, About-Face, Disney, Google Pixel, Subaru, Nike, and many more. C Talent is proud to represent a roster of artists who have a combined reach of over 50 million people!

Olivia Yu // VP, Global Partnerships



bumble



Olivia Yu is the Vice President of Global Partnerships at Bumble. Prior to joining Bumble, Olivia worked on Platform Partnerships & Business Operations at King (Candy Crush & Blizzard) in San Francisco, CA. She graduated from The Wharton School with a B.S in Economics, Finance, & Accounting as well as received her MBA in Finance from UCLA Anderson School of Management.

KEY LEARNINGS

Peter

- **Quality > Quantity.** Prioritize quality of interactions as opposed to quantity - don't rush an interaction, take your time to build for quality.
- **Build genuine, long-term relationships.** For the next decade, you'll be surrounded with the same peers you're meeting from various events, conferences, and communities now. Play the long game it will always serve you!
- **Build on mutual connections via LinkedIn and other social media.** One degree of separation will work wonders and provide context on the type of person you are and the type of people you surround yourself with.
- **Live by the 80/20 rule.** 80% of the time try and help out other people before looking for things you might need or ask for.

Keely

- **Build out your LinkedIn profile.** Don't be afraid to show off and display all of your career accomplishments - this is the place to do it. Always connect on LinkedIn after every networking event.
- **The human element should always be prioritized.** If someone doesn't respond to you after the first couple of attempts, don't take it personally. Everyone is going through something and are juggling things in their life.
- **Make a spreadsheet.** Note who you met, where they work, what you talked about, how many times you've followed up, and if you've connected on LinkedIn.

Olivia

- **People 1st, Business 2nd.** You shouldn't want to connect with someone solely because of their company or title. The future is uncertain and people's titles and companies are only temporary.
- **No ulterior motives.** Always think "how can we help each other?" as opposed to "what can I get from this?".
- **Personal = Business?** Sometimes there's no need to differentiate between work and personal relationships - it will most likely be a blurred line.

NETWORKING ICEBREAKERS

Be the first one on the dance floor!

Have interesting facts on hand:

Do research on the area, the place that you're staying, and the people coming.

IF YOU LOVE WHAT YOU DO, THERE IS NO DIFFERENCE BETWEEN WORK AND PERSONAL

- PETER

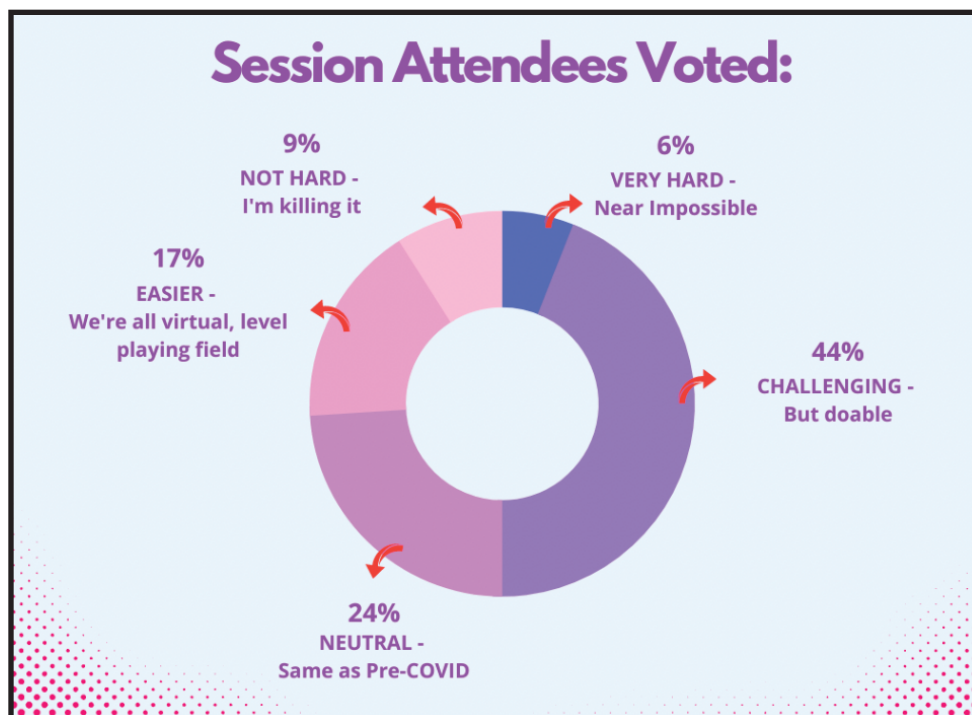
EVERYONE IS LOOKING TO SAVE TIME, MAKE MONEY, LEAVE A LEGACY, OR SOMETHING ON A LARGER SCALE. NO ONE REALLY WANTS TO GET COFFEE ANYMORE, SO YOU'LL NEED TO BE SPECIFIC ABOUT YOUR ASKS.

- KEELY

ALWAYS BE OPEN. YOU NEVER KNOW WHERE YOUR NEXT JOB MIGHT BE. BE OPEN MINDED - DON'T FILTER BY ONLY TALKING TO CERTAIN TYPES OF PEOPLE OR COMPANIES.

- OLIVIA

POLL: HOW DIFFICULT IS NETWORKING FOR YOU?



CLICK HERE TO WATCH THE REPLAY!