

BEYOND THE ONLINE JOB BOARDS

More ways to catch recruiters' eyes

While you're sitting at your computer sending off résumés in response to ads, employers often are on the prowl for people who are out and about, staying up to date in their field, showing initiative and making it easy for them to find the best and the brightest. "We attend all types of meetings from the large, international, related medical meetings like the American Society of Clinical Oncology and American Diabetes Association to specialized meetings like the Food and Drug Law Institute," says Kim First, chief executive at The Agency Worldwide, which specializes in jobs in life sciences.

You may not be looking in this field, but no matter what your industry, it does you good to be seen and heard by those on the

lookout for the best in your line of work. Think about where people you want to connect with would hang out:

What conferences do they attend?

Texas A&M University's Mays Business School gives tips on conference attendance in its online article "6 Musts When Attending Professional Conferences."

What journals do they read?

This is where you can find out about events you may not have known about otherwise. If you subscribe, don't forget the tax benefit. Your subscription may be deductible as an unreimbursed employee expense.

Do they belong to professional organizations?

The job-search and human resources website

Weddles.com sells a guide to 3,000 professional associations (WEDDLE's Guide to Association Web Sites, \$49.95). Not only do the associations facilitate networking, but many also maintain robust job boards.

What LinkedIn groups do they belong to?

A colleague told me about an out-of-work chief information officer who is "having great success getting into companies through side doors rather than, as he calls it, 'throwing the résumé over the wall' in response to an ad." When he discovers an opening, he uses LinkedIn to find someone he knows who knows someone at that company, gets a referral to a top exec and contacts that person directly. If he does submit an application, he gets a contact to recommend him. **E**

— Andrea Kay