Making Connections 101

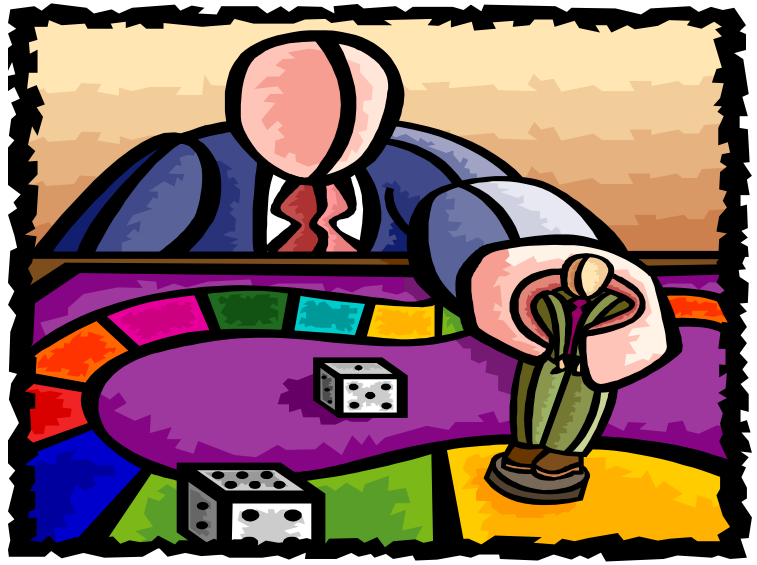
Virtual Workshop Learning Goals:

Uncover company contacts using LinkedIn and discover new strategies for networking.

Learn how to use database research to find a business, find a person, and find a job.

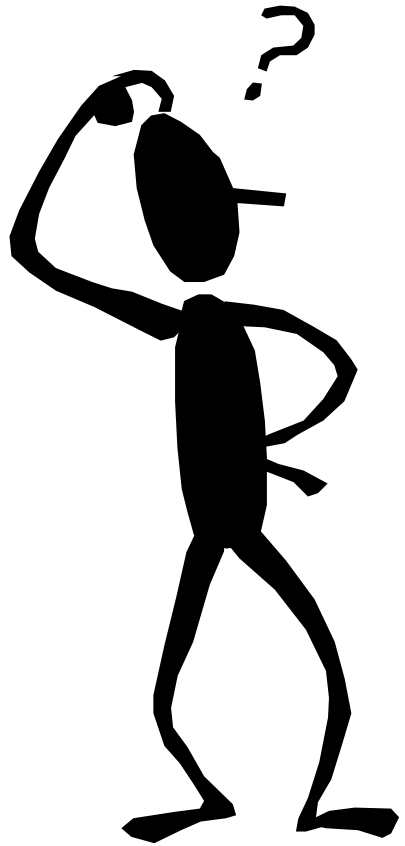
Build a target company list, identify contacts and take strategic action to **become known** to employers.

Where Are You Currently Looking In Your Job Search?

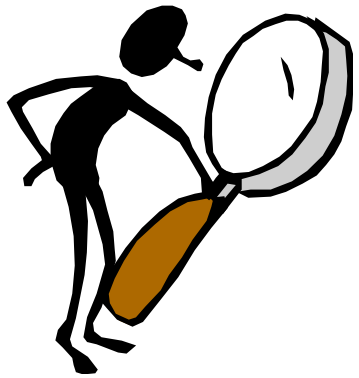


Researching Companies
What Information Are You Looking For?

- Services, products and customer base
- Contact names and titles
- Location(s)
- Financial Profile
- Establishment date and size
- Mission Statement
- Organizational Who's Who
- Major Competitors and affiliates



Where Do You Look for Company Information?



Library

- **Employer Database**
  - www.atozdatabases.com
  - www.referenceusa.com
- **Illinois Department of Commerce and Economic Opportunity**
  - https://www2.illinois.gov/business

Internet Resources

- General search site – www.google.com
- Business website
  - https://www.chicagobusiness.com/
  - https://www.bizjournals.com/

Strategy: Keywords to Use on Search Engines

- Company Name
- Location and New Headquarter
- New Factory
- Govt. Funding and Subsidies
- New American Operations
- Export Grant Recipient
- Ribbon Cutting
- Venture Capital Investment
- Company Relocation
- Lease Signed or For Lease Signs

Start Where You Live

AtoZdatabases.com

- AtoZdatabases is the Premier Job Search, Reference & Mailing List Database including 30 million business & executive profiles & 220 million residents. Ideal for sales leads, mailing lists, market research, employment opportunities, finding friends and relatives, and much more!

AtoZ: Videos/Tutorials

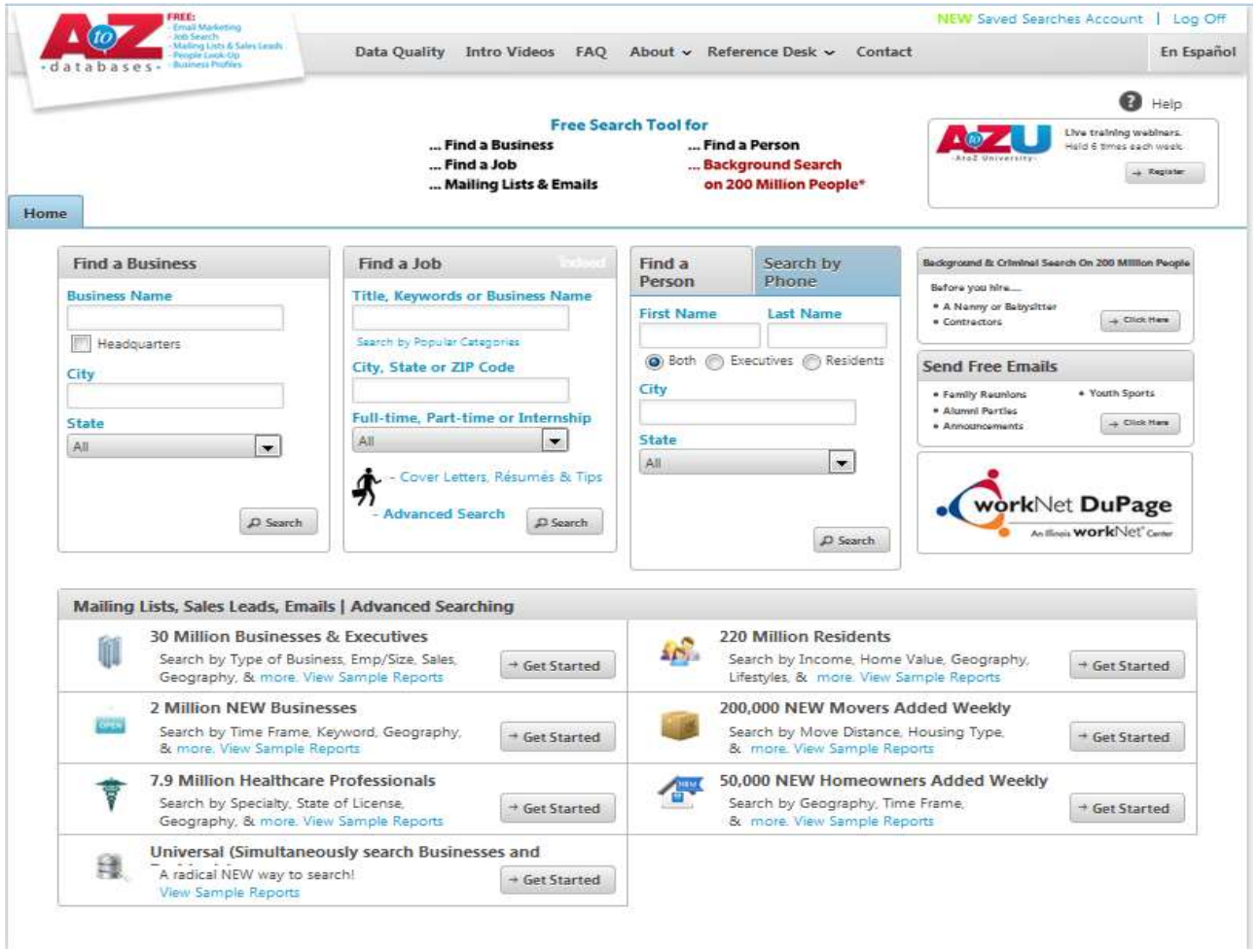
Intro Videos

Welcome to AtoZdatabases' Intro Videos. Whether you are new to the application or need some assistance in navigating AtoZdatabases, these videos will provide the guidance you are looking for.

Type to filter

Title	Database	Topic	Length
Database Overview	All Databases	Database Overview	2:38
Data Collection & Verification Process	Database Compilation	Data Compilation	3:11
How to quickly Find a Business Profile	Find a Business Profile	Quick Lookup	0:57
How to do a Job Search	Find a Job	Quick Lookup	1:20
How to quickly Find a Person	Find a Person	Quick Lookup	0:58
How to get Business Sales Leads & Mailing Lists	30 Million Businesses & Executives	Sales Leads & Mailing Lists	1:29
How to get Sales Leads & Mailing Lists based on Interests, Hobbies & Lifestyles	220 Million Residents	Sales Leads & Mailing Lists	1:29
How to get New Business Sales Leads & Mailing Lists	2 Million New Businesses	Sales Leads & Mailing Lists	1:28
How to get New Mover Sales Leads & Mailing Lists	200,000 New Movers Added Weekly	Sales Leads & Mailing Lists	1:21
How to get New Homeowner Sales Leads & Mailing Lists	50,000 New Homeowners Added Weekly	Sales Leads & Mailing Lists	1:21
How to get Healthcare Professional Sales Leads & Mailing Lists	7.9 Million Healthcare Professionals	Sales Leads & Mailing Lists	1:21
How to Access AtoZdatabases	All Databases	Access	1:10
How to do a Map Based Search	All Databases	Mapping	2:17
How to visualize your search with Graphs and Charts	All Databases	Graphs and Charts	1:50
How to view a Company's Corporate Structure using the Corporate Family Tree & Linkage feature	30 Million Businesses & Executives	Corporate Family Tree & Linkage	1:44
How to Interview	Find a Job	Job Search	3:53
How NOT to Interview	Find a Job	Job Search	3:08

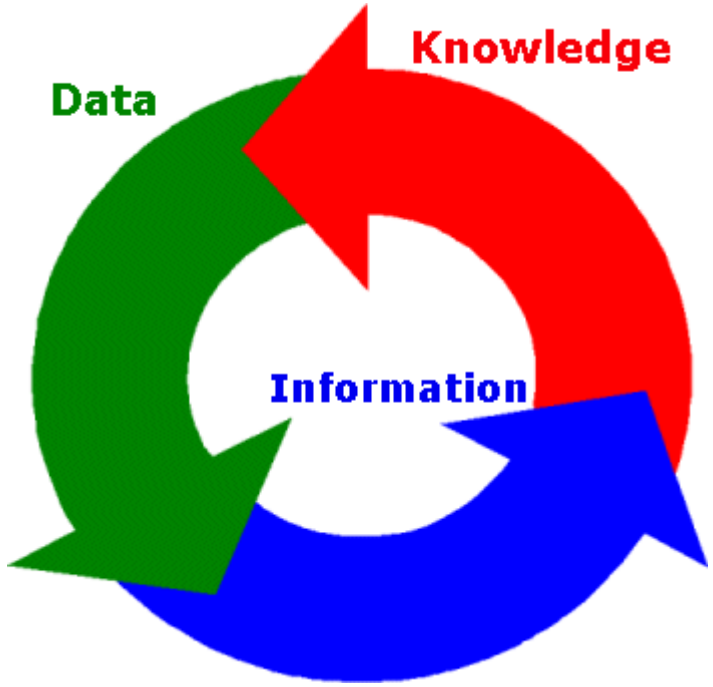
AtoZU Training Center 877-428-0101



Webinars and Tech Support

Business Databases: Key Features for Job Seekers

- Business Profiles
- New Businesses
- Job Search – via INDEED
- SIC codes
- Map Based – Geography
- Keywords



How to Research a Company

Libraries and Reference Librarians

Databases:

- www.atozdatabases.com www.referenceusa.com

Business News:

- Inc., Fast Company, Fortune, Business Ledger, Crain's, Wall Street Journal, Major Newspaper / news-websites
- www.industryweek.com
- www.techrepublic.com
- www.workforce.com

Printed Directories:

- Service Industry Guide
- Manufacturing Directory

Professional Organizations & Associations:
Trade Magazines, websites, member lists

Company Websites

Research a Company

Use Databases for Industries and Companies

Identify Employers: Dream Employers, Employers with Contacts, Employers currently hiring, Trending employers

>>> can set up alerts – Google Trends

Google

- Company Website
- News
- Financials

Linkedin:

- Company site
- Job postings
- Connections with decision makers

Facebook:

- Company page
- Friends at company
- Friends

Twitter

- Follow News Feeds
- Contacts/Thought Leaders in Industry #hashtag

Google Trends

https://trends.google.com/trends/subscriptions 1/1

Item	Region	Type	How Often
Joan Jobseeker (Search term)	Worldwide	Topic	About once a week
Culver's (Fast food restaurant company)	United States	Topic	About once a week
Applicant tracking system (Topic)	United States	Topic	About once a week
ATS (Search term)	United States	Topic	About once a week

- Find Article(s)
- Online Search
- Job Fair

  Research &

  Preparation
- Networking

  Connections

Name

Location

Will

Hire

Contact

Horizon Pharma jobs set to triple

U.S. headquarters leaving Deerfield for Lake Forest

By John Russell
Chicago Tribune

Horizon Pharma, a fast-growing Illinois biotech company, is moving its U.S. headquarters from Deerfield to Lake Forest and plans to triple its workforce to 600 employees in about four years.

The company said Monday that it signed a long-term lease for office space at 150 S. Saunders Road, about 7 miles north of its Deerfield headquarters. The new space is about triple the size of its current headquarters and can accommodate about 600 employees. The company has about 200 employees at its Deerfield headquarters, nearly double from just a year ago.

"As we add more medicines to our portfolio, we need more staff," Horizon spokesman Geoff Curtis said.

The company has made two major acquisitions in the past two years, boosting its revenues from $73 million in 2013 to a projected range of $660 million to $680 million this year.

Earlier this year, Horizon bought Hyperion Therapeutics of Brisbane, Calif., for about $1.1 billion. That acquisition added two rare-disease drugs to Horizon's portfolio that treat urea cycle disorders. The drugs, Ravicti and Buphenyl, had $113.6 million in sales last year.

The company plans to occupy the first through fourth floors of the 160,000-square-foot building in Lake Forest. Horizon said it plans to complete the move in January.

Horizon moved its world headquarters to Ireland in 2012 in part to lower its tax bill. It did that by buying Irish pharmaceutical company Vidara Therapeutics International last year for $587 million.

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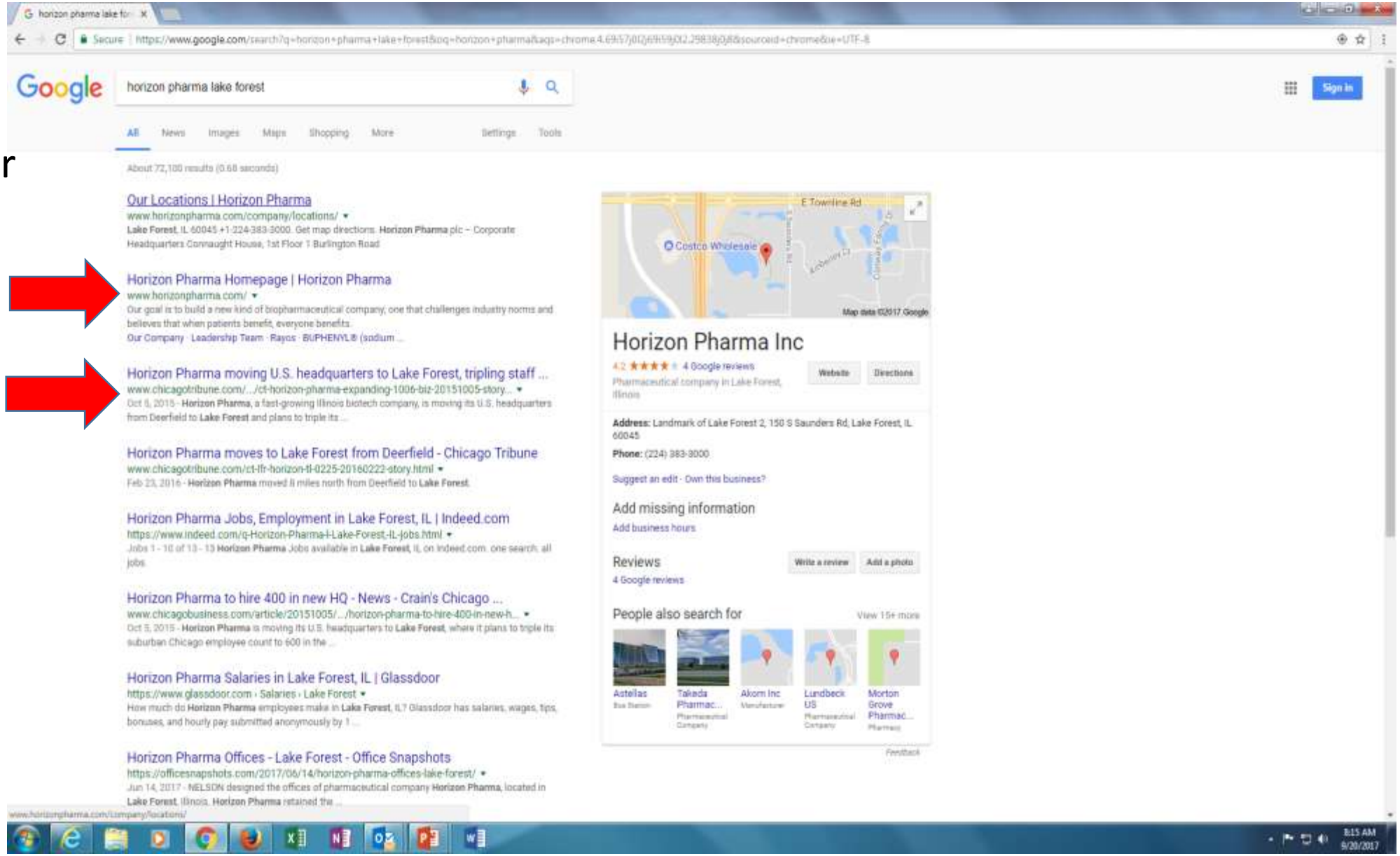
Twitter johnrussell99

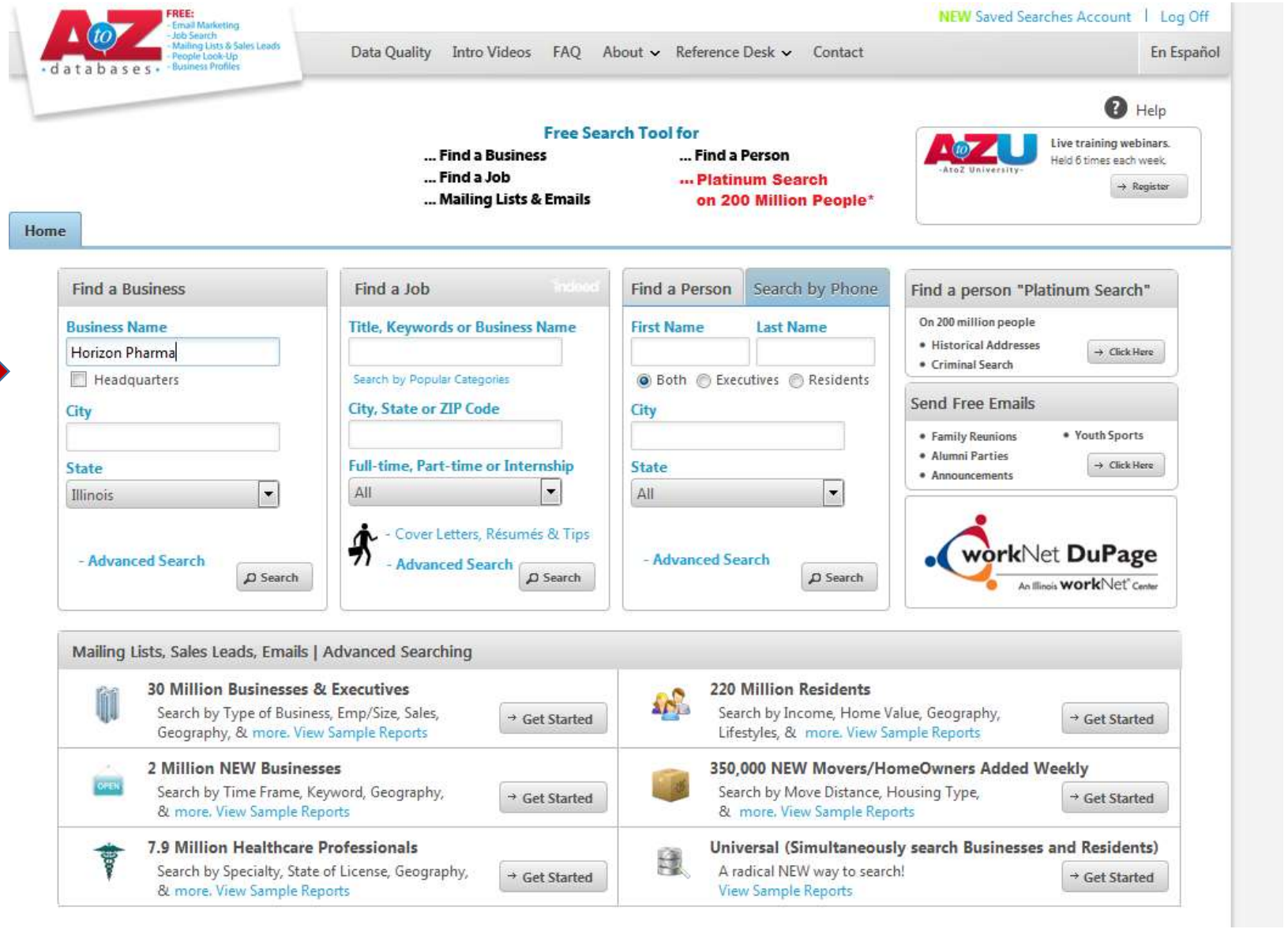
Growth

Company Focus/ Objective

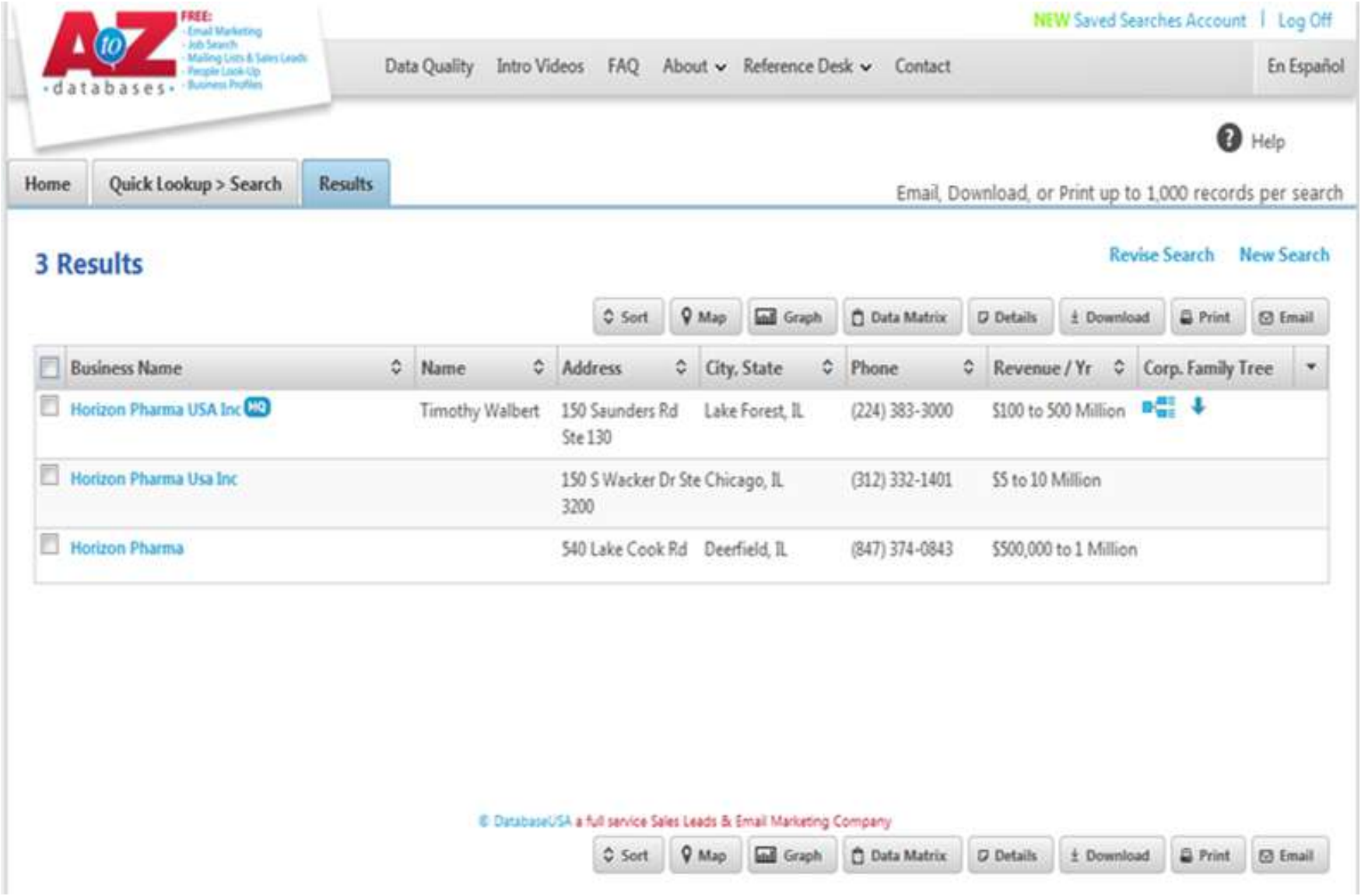
Professor Google



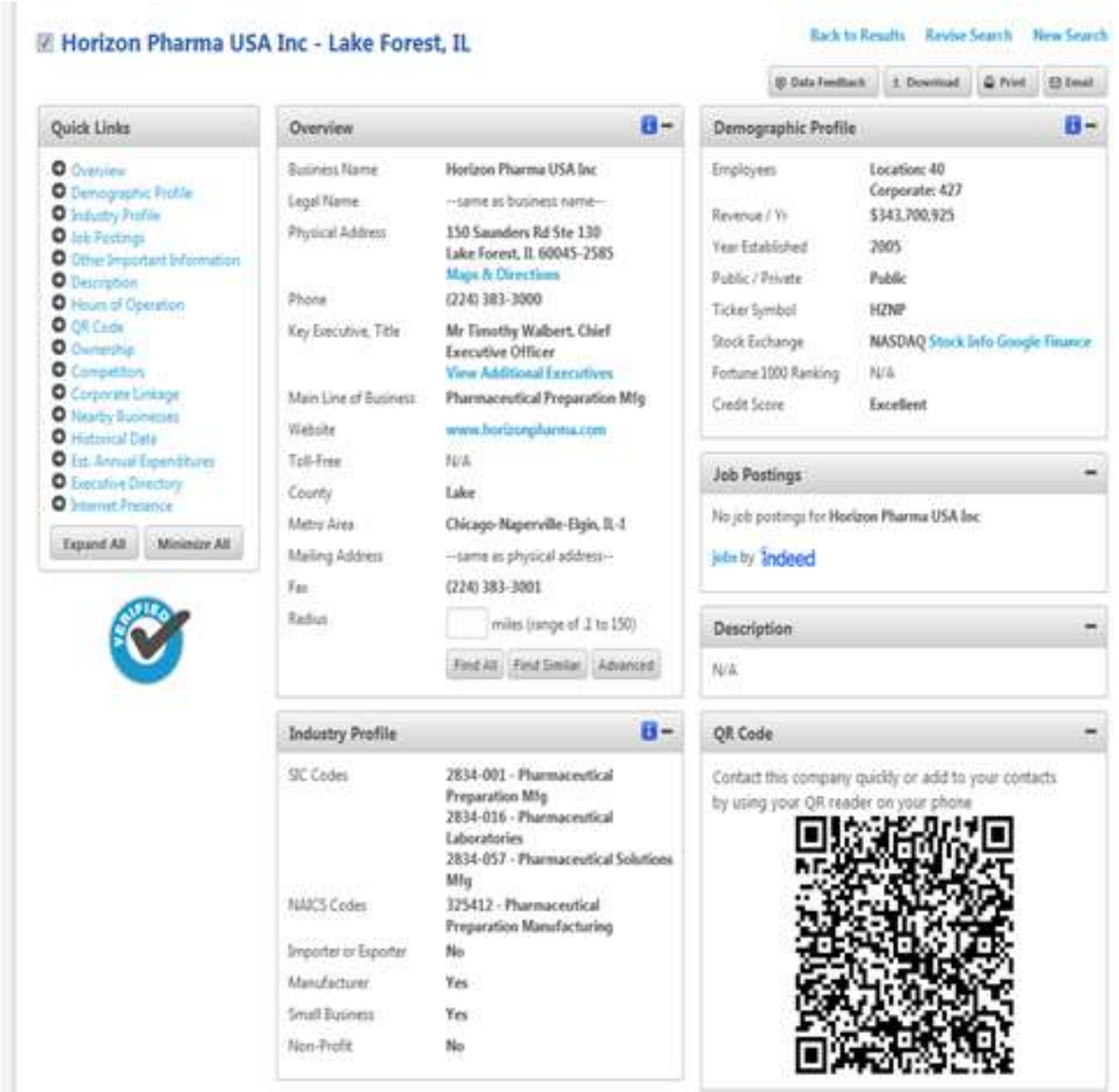
AtoZ: Reference Database Search on Company



AtoZ: Reference Database Search Results



AtoZ: Reference Database Search Profile of Company



Can download results of AtoZ searches to thumb/flash drive, Print or Email

Examples of SIC & NAICS codes:

SIC Codes

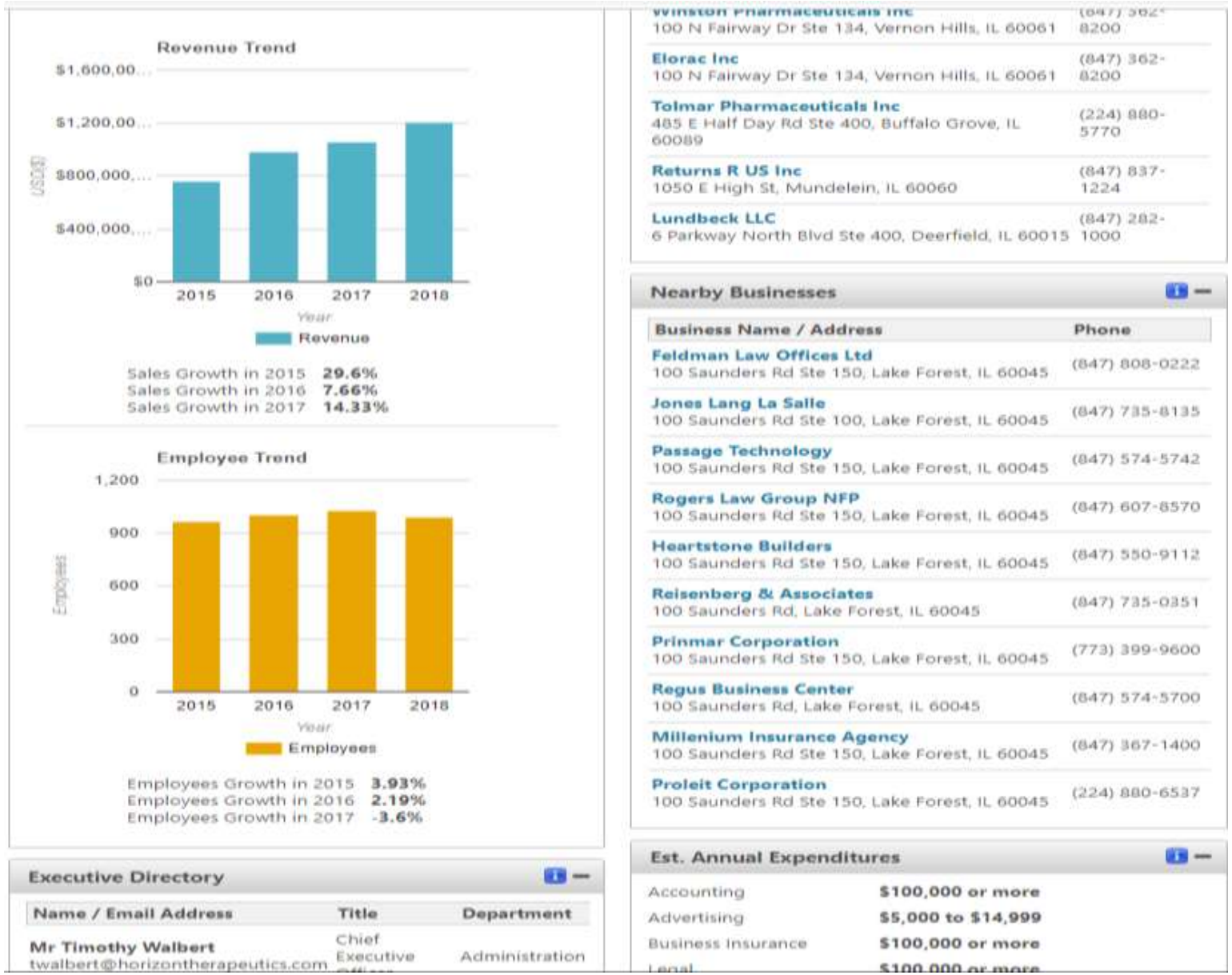
- 8699-001 - Membership Organizations
- 6732-001 - Education, Religious, & Charitable Trusts
- 8399-039 - Non-Profit Organizations

NAICS Codes

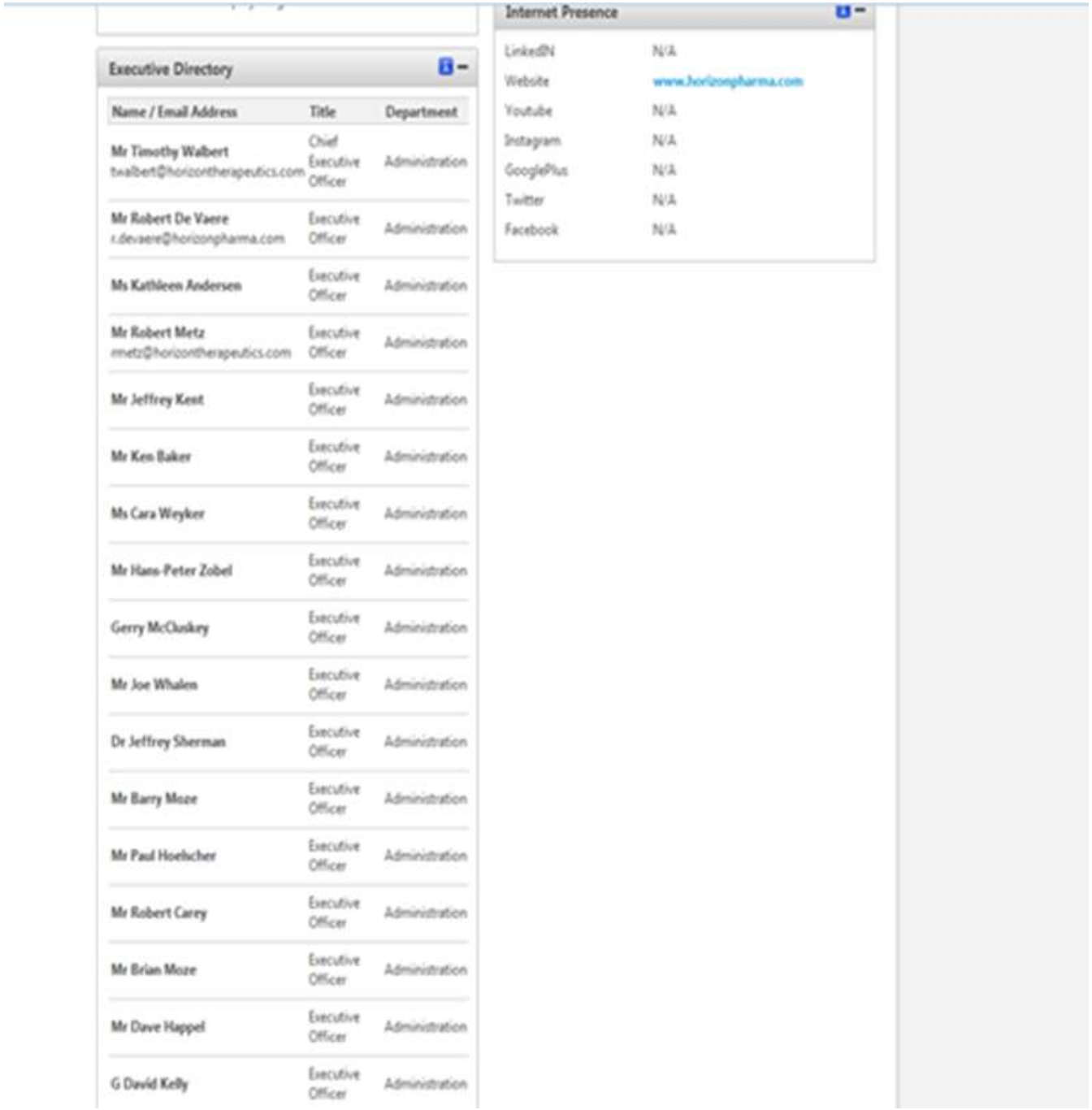
- 813990 - Other Similar Organizations (except Business, Professional, Labor, and Political Organizations)
- 813211 - Grantmaking Foundations
- 813319 - Other Social Advocacy Organizations

AtoZ: Reference Database Search-

Company Profile Revenue & Employee Trends



AtoZ: Reference Database Search – Executive Directory (Contacts)



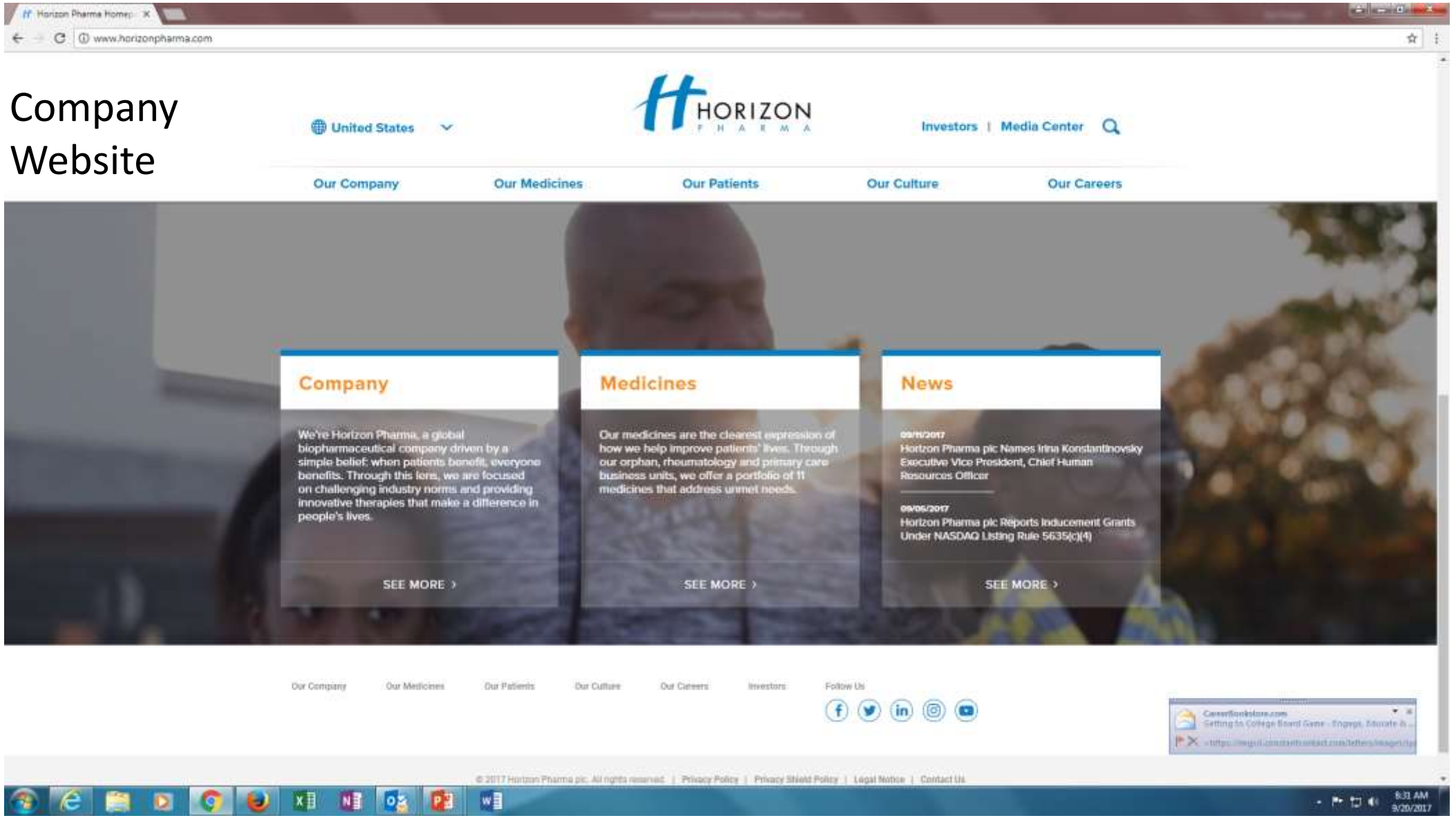
Executive Directory

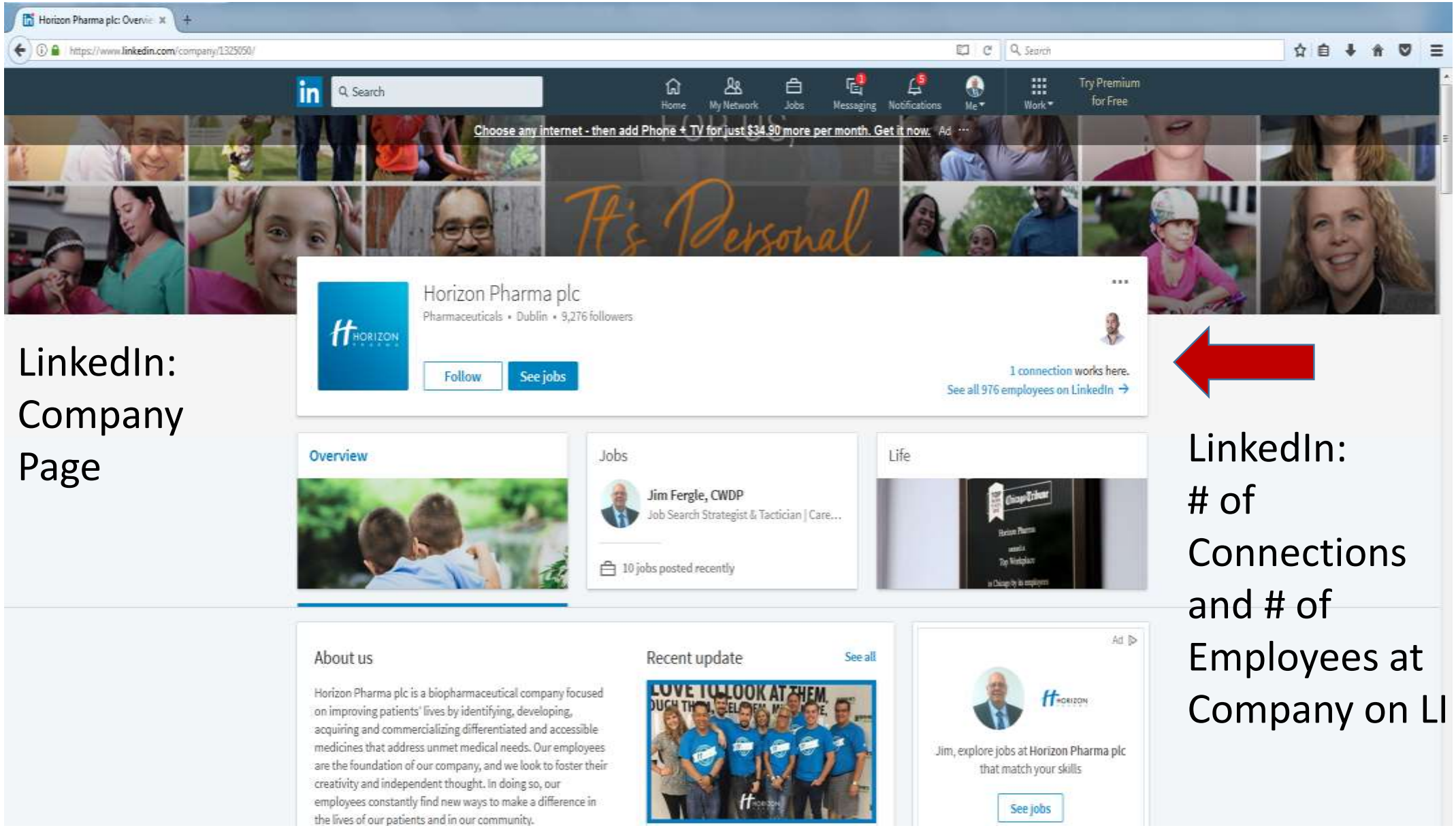
Name / Email Address	Title	Department
Mr Timothy Walbert twalbert@horizontherapeutics.com	Chief Executive Officer	Administration
Mr Robert De Vaere r.devaere@horizonpharma.com	Executive Officer	Administration
Ms Kathleen Andersen	Executive Officer	Administration
Mr Robert Metz rmetz@horizontherapeutics.com	Executive Officer	Administration
Mr Jeffrey Kent	Executive Officer	Administration
Mr Ken Baker	Executive Officer	Administration
Ms Cara Weyker	Executive Officer	Administration
Mr Hans-Peter Zobel	Executive Officer	Administration
Gerry McCluskey	Executive Officer	Administration
Mr Joe Whalen	Executive Officer	Administration
Dr Jeffrey Sherman	Executive Officer	Administration
Mr Barry Moze	Executive Officer	Administration
Mr Paul Hoelscher	Executive Officer	Administration
Mr Robert Carey	Executive Officer	Administration
Mr Brian Moze	Executive Officer	Administration
Mr Dave Happel	Executive Officer	Administration
G David Kelly	Executive Officer	Administration

Internet Presence

LinkedIN	N/A
Website	www.horizonpharma.com
Youtube	N/A
Instagram	N/A
GooglePlus	N/A
Twitter	N/A
Facebook	N/A

Company Website

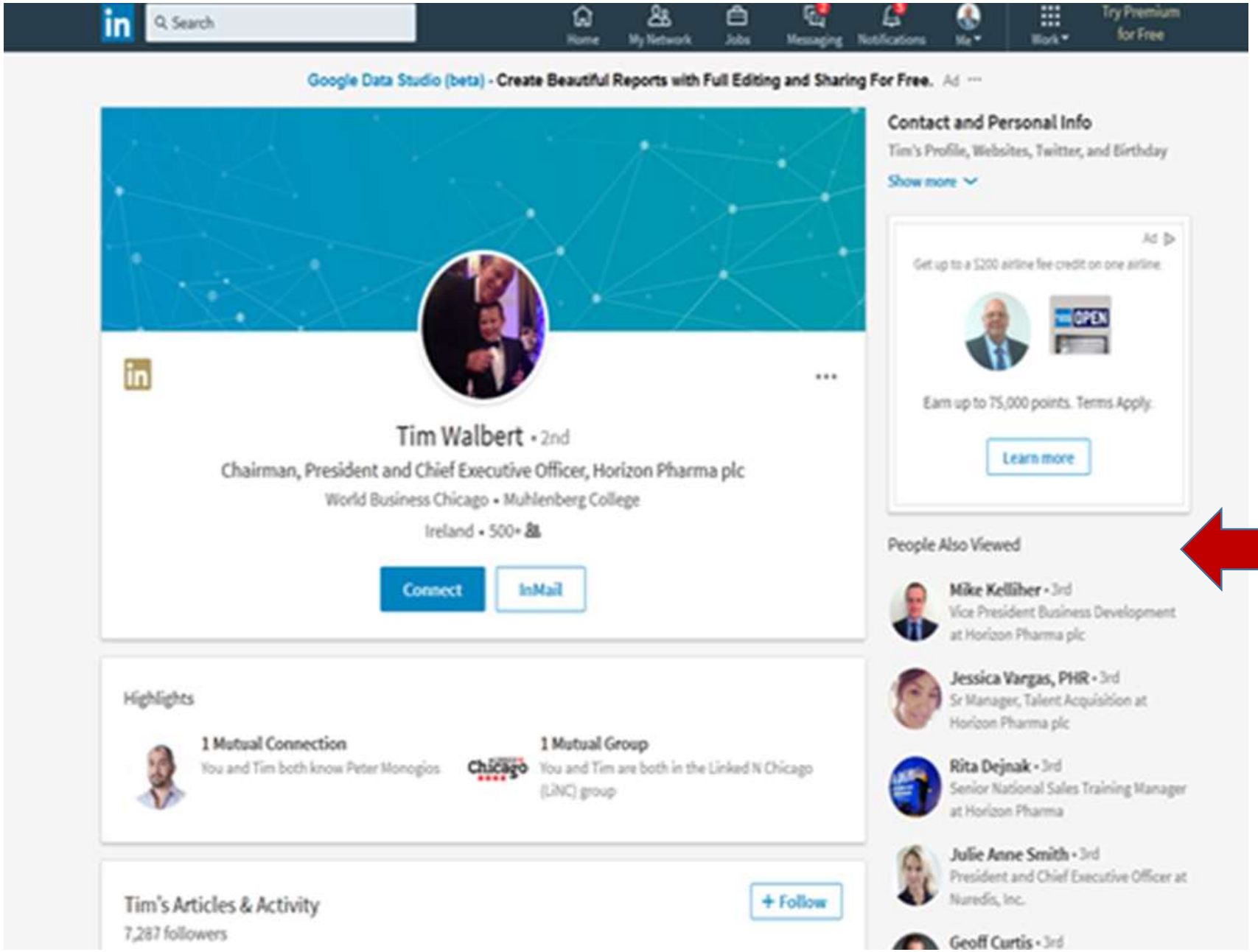




LinkedIn: Company Page

LinkedIn: # of Connections and # of Employees at Company on LI

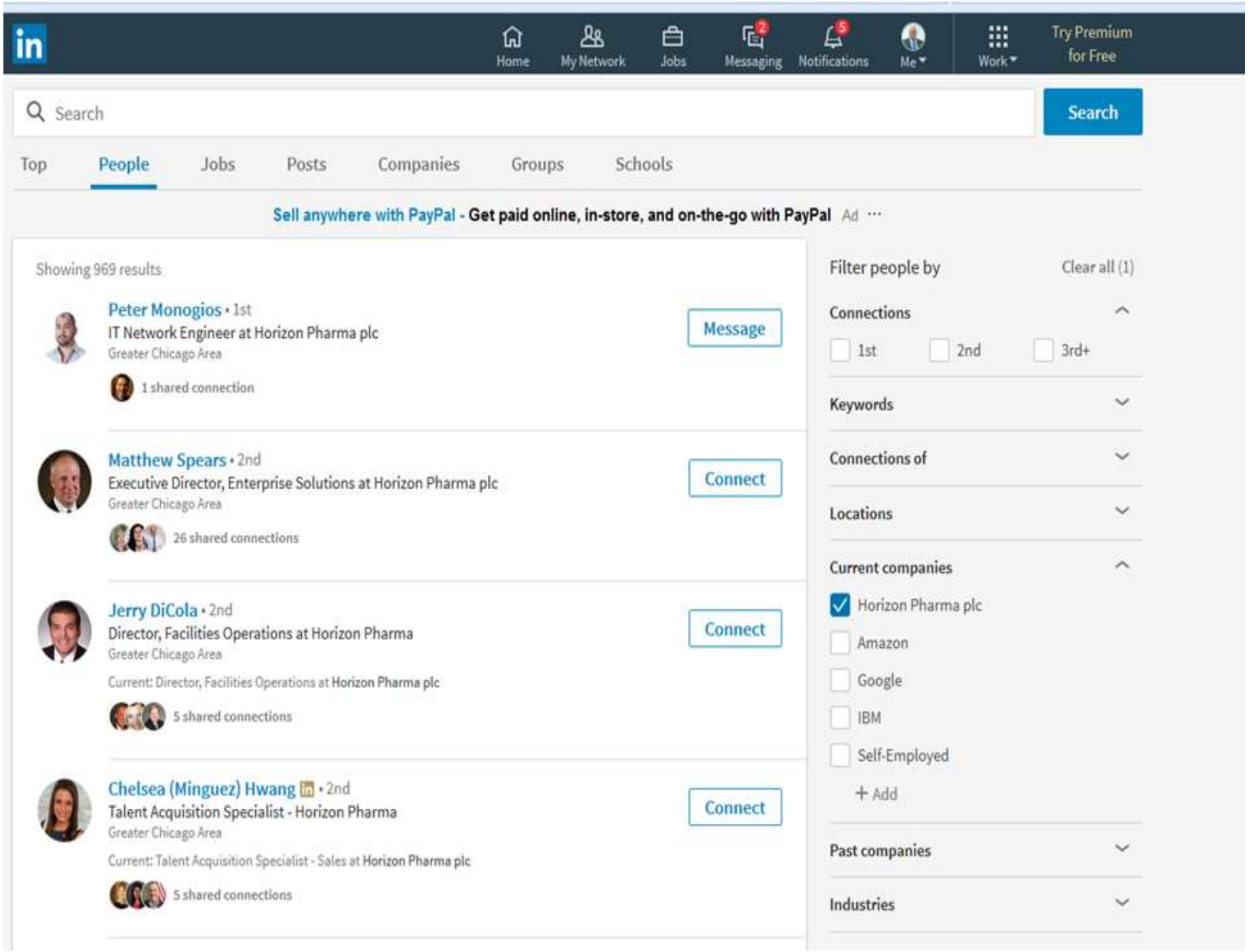
LinkedIn: Contact Profile



LinkedIn: People Also Viewed

LinkedIn:
Contacts
To
Consider

LinkedIn:
More Shared
Connections



Social Media In Your Job Search Research – Fun Facts

- LinkedIn operates the world's largest professional network on the Internet with more than **575+ million users**, with more than 260 million monthly active users. LinkedIn is in over 200 countries and territories as of 12/2019.
- Over **190 million workers in the U.S.** have LinkedIn profiles; over 30,000 companies in the U.S. use LinkedIn to recruit; over **3 million jobs are posted on LinkedIn in the U.S. every month;** and members can add over 50,000 skills to their profiles to showcase their professional brands. That gives unique and valuable insight into U.S. workforce trends.
- There are **100 million job applications** on LinkedIn every month, so being one of the first applicants for a position, and being able to showcase your relevant skills quickly, can help you stand out from the pack.
- In 2019, **90 million LinkedIn users were senior-level influencers**, and **63 million were in decision-making** positions.
- 57% of LinkedIn members are male, 43% female
- LinkedIn now has over **30 million companies and 20 million active job listings.**
- LinkedIn **profiles with professional headshots** get 14 times more profile views.
- Microsoft paid $26.2 billion to buy LinkedIn in 2016.
  LinkedIn contributed $6.8 billion worth of revenue in 2019.

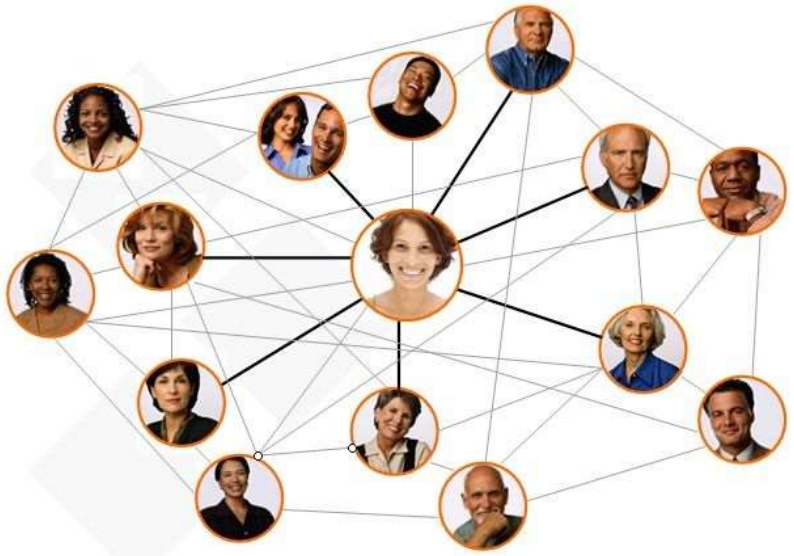
Sources: https://news.linkedin.com/about-us#statistics and https://www.businessofapps.com/data/linkedin-statistics/

- FaceBook – 70 Million Business Pages
  Worldwide, there are over 2.45 billion monthly active users (MAU) as of 3Q 2019.
- **1.62 billion people on average log onto Facebook daily and are considered daily active users (Facebook DAU) for 3Q 2019**.
- Average Facebook user has **338 "friends**".
- **Facebook users are 76% female and 66% male.**
- The largest population on Facebook is from India with over **270 million users** followed by **210 million** from the US.
- **Every 60 seconds,** 317,000 status updates; 400 new users; 147,000 photos uploaded; and 54,000 shared links.
- Facebook Gets Over **8 Billion Average Daily Video Views.**
- **Facebook estimated that 2.7 billion people use Facebook, WhatsApp, Instagram, or Messenger each month and more than 2.1 billion people use at least one of the Facebook family of services every day on average.**

Sources: https://zephoria.com/top-15-valuable-facebook-statistics/ and https://www.omnicoreagency.com/facebook-statistics/

Next Steps for Action: Job Seeker Challenge

- Identify & Create a target list of 50+ potential employers
- Research companies & networking contacts via AtoZ, ReferenceUSA, FB & LinkedIn + other social media
- Connect with new contacts each day/week at your target companies – set a goal for success & track your progress!



FREE Resources:

Your Local Library & College of DuPage Library– Check websites for resources to assist Your Job Search

Recorded workshops, videos and virtual live events at **workNet DuPage Career Center**:
– see website for schedule www.worknetdupage.org

LinkedIn Learning Center
https://www.linkedin.com/help/

Facebook – Getting Started
https://www.facebook.com/help/

Twitter – Getting Started
https://help.twitter.com/en/twitter-guide

Google Help: Learn how to use Google Products (G Suite)
https://support.google.com/