1. Brief description of Event (50-100 words): This online conference was targeted towards PhDs who are considering or want to look for jobs in the non-academic field and how to approach, research, apply, and get jobs in that market. It shows how to present yourself and what skills and takeaways you can use from your PhD to apply to the job market outside academia.

2. What were the benefits of attending and what did you gain from the experience in terms of transferable skills and knowledge.

It presented to me insight into a wider range of job markets available to me after completing my PhD, or even later down the road, in fields that I could still find interesting and apply my skills as a Doctorate to, but are not in academia. What I think I learned most from the conference was in regards to ‘Building my own Brand.’ In that, it isn’t as much about skills anymore, as skills are what you can do, but when presenting yourself it is more about competency or how do you do it. These are important when trying to find your purpose, which is the core of your branding image and what drives you to what you want to do and the jobs you want to get.

3. What actions will you be taking as a result of attending or by making new networking contacts.

I will defiantly update and enhance my online presence now, even as an academic – that can hopefully help in the long run of networking and getting my ‘brand’ out there. So I have a good reputation once my PhD is finished.

4. Can you share any additional resources produced in connection with the event (e.g. feedback from participants, training resources, website links, and additional materials).

https://www.onetcenter.org/questionnaires.html - Skills assessment questionnaires

https://beyondprof.com/ - Community for Post-Docs looking to excel in non-academic fields

5. Tips/experience learned from the event

In the ‘Leverage your PhD’ session, the presenter gave a handy system in taking a ‘Skills Inventory’ to find the target skills you want to highlight, you are good at, and what you like doing that can be used to leveraged towards job hunting or finding jobs that target those same skillsets.
I gained insight into the pros and cons in regards to ‘articulating my transition story in non-academia,’ where the presenter gave real-life examples of what to do and what not to do in interviews for jobs in non-academia if and when the question is prompted why I am switching away from non-academia. The overall message the presenter gave was to avoid negativity towards academia as the primary reason for your transition.

6. Any additional comments or information regarding the event

The conference was very enlightening and interesting to view from an online platform. It has given me tips and tricks to reflect on and use later on in my career.