

# FIVE REASONS TO MAKE SUMMER NETWORKING SEASON

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**Cathie Ericson**, [in an article](#), explains why even summer is a good time for networking. She finds five reasons that we summarize as follow:

- 1. Many professionals are "more relaxed" and therefore take advantage of the slower pace for new acquaintances.**
- 2. The "competition" decreases precisely because many believe it is not a good time to have a coffee with someone or look for a job.**
- 3. The moments of inactivity are more frequent: this allows a greater possibility to forge relationships with our external contacts.**
- 4. Leaving the office - and / or quitting smart working - is easier when many colleagues are on vacation. Here comes the opportunity to devote time to networking.**
- 5. Internal networking can be strengthened: the more time available allows you to strengthen ties within the company and have more news on what is happening.**