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On-Campus Cocktail Party to Promote Networking Etiquette

Women in Business Club and PRSSA Partner to Coordinate Networking Event

SELINSGROVE, Pa. – Nov. 13, 2024 – The Women in Business Club has set out on a new business venture: providing a networking etiquette dinner for women on campus. The Women in Business Club is partnering with the Susquehanna University Public Relations Student Society of America to coordinate the event.

The “Grace Under Glass” cocktail party aims to showcase proper behavior at a networking event while allowing students to interact and network with business faculty women. The event will take place on Tuesday, Nov. 16, 4:30-6:30 p.m. in Blough-Weis Library, Room 106 with a business-casual dress code.

Linda Burkley, a lecturer within the communications department, will serve as the keynote speaker for the event, giving her expertise on cocktail party etiquette and navigating the obstacles of networking. Professor Burkley is an award-winning public relations professional with over 25 years of experience in nonprofit, government, and small businesses. In addition to teaching at Susquehanna University, she works at Ardis Communications Strategy.

The party will also recommend the donation of a toiletry item with attendance. The toiletries gathered will be donated to the Bloomsburg Domestic Violence Shelter, one of the Women in Business Club’s primary philanthropies. Attendees are encouraged to bring baby diapers, baby wipes, laundry detergent, dish soap, Clorox wipes, hairbrushes, kids’ clothing, or other general cleaning supplies to support this cause.

The Susquehanna University Women in Business Club aspires to build a sense of belonging and confidence in women. The club provides a community for women to communicate their struggles and accomplishments, and members will utilize leadership and networking skills to grow professionally while giving back to the community.

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