



How to Use an Upcoming Conference as a Stealth Job Search Strategy:

If you're targeting a C-suite or senior-level role, an upcoming industry conference isn't just about learning—it's a prime opportunity to conduct a **stealth job search**. Think of it as a "whisper campaign" rather than a loud public hunt.

For example, take the **JPMorgan Chase Health Conference in San Francisco**. If your target buyers, decision-makers, or hiring authorities will be there, this is your chance to get on their radar—without broadcasting to the market that you're looking.

Here's how to leverage a conference like this strategically:

1. Pre-Conference Research:

Identify the attendees, speakers, and panelists who are your target buyers or potential influencers. LinkedIn, the conference app, and industry publications are gold mines. Know who you want to meet and why—and personalize your outreach.

2. Schedule Meaningful Coffee Chats or 1:1s:

Before the conference, reach out to 2–3 people you most want to connect with. Frame it around shared interests, industry trends, or a recent insight they've shared—*not* your job search. Your goal is to build a genuine connection that can organically evolve into opportunity discussions.

3. Prepare a Whisper Campaign Elevator Pitch:

You need a 30-second value statement that demonstrates who you are, what you've accomplished, and the type of challenge you excel at solving—without saying "I'm looking for a job." This positions you as a thought partner, not a candidate.

4. Leverage Panels and Networking Breaks Smartly:

Use Q&A sessions to ask insightful questions that highlight your expertise. Then, follow up with individuals who engaged with your comment or question. Casual networking moments—coffee breaks, lunch lines, or cocktail hours—are opportunities to deepen relationships and schedule follow-ups.

5. Post-Conference Follow-Up:

After the event, send personalized thank-you messages referencing a specific conversation, insight, or connection from the conference. This keeps you top-of-mind and can naturally lead to coffee chats, exploratory conversations, or introductions within their network.

Case Study Example:

If I were preparing for the JPMorgan Chase Health Conference:

- I'd identify C-level executives and senior directors from top healthcare companies attending the event.
- I'd reach out 2–3 weeks in advance to schedule a coffee or 20-minute meeting around a key industry trend (e.g., digital health innovation or AI in patient care).
- During the conference, I'd engage them with insightful comments in panels, followed by informal check-ins.
- Afterward, I'd follow up with a personalized note to deepen the connection and explore potential collaboration or advisory opportunities.

The key is subtlety: **position yourself as a valued peer and industry expert first—candidate second.** This approach allows you to network, learn, and get noticed without announcing your search to the world.

