



Leveraging LinkedIn®

for Business Development and Marketing

www.scsutrainning.com/LinkedIn

Workshop Overview

Regardless of which road you took, you need to learn more about the latest trend in business, **social networking**. In this presentation you'll discover what the LinkedIn buzz is all about and how you can leverage this powerful tool to increase your sales and add new clients - even in today's challenging economy.

You'll learn:

- Developing Your LinkedIn Strategy
- Privacy and Security Issues
- Being Found on LinkedIn - Creating a Highly Effective Profile
- Building a High Performance Network
- Discovering the Gold!

The workshop will feature a combination of lecture and hands on lab where attendees will have the opportunity to learn the ins and outs of LinkedIn from the #1 LinkedIn member in the Twin Cities, Chief Connections Officer™ Lonny Gulden.

Workshop Details

Cost: (includes materials)

Early Bird: \$79 by Jan 24, 2012

Non-Early Bird: \$89 after Jan 24, 2012

Registration Closes:

Tuesday, January 31, 2012

When:

Tuesday, February 7, 2012

9:30 - 4:00 p.m.

Where:

SCSU Welcome Center

355 5th Avenue South

St. Cloud, MN 56301

Questions? Contact Tammy@scsutrainning.com or 320.308.4252.

To register or for more information visit our website:

www.scsutrainning.com/LinkedIn