



LinkedIn Workshops  
with Colleen McKenna of Intero Advisory

**Friday, November 21, 2014**

## LinkedIn Workshops Overview

### **Morning Workshop (Beginner) 9:00 - 12:00**

#### **9:00 - 9:45 | General: LinkedIn for Everyone**

- Why LinkedIn is the place for professionals
- LinkedIn's place in hiring
- Why the transition from Profile to Professional Portfolio

#### **9:45 - 10:30 | Complete Your Professional Story**

Build a "Professional Profile" that is:

- 100% complete
- Optimized
- Multidimensional
- A competitive differentiator

#### **10:45 - 11:15 | Build a Strategic Network**

Connect with a Purpose:

- Decide who you should connect with
- Clean up your current network
- Leverage alumni networks
- Build new connections from Groups

#### **11:15 - 11:45 | Job Search**

- Research and follow companies
- Create and save job searches
- Find your connection

#### **11:45 - 12:00 | Q&A**

## **Afternoon Workshop (Advanced) 1:00 - 4:00**

### **1:00 - 1:45 | A Deeper Look at Your Network**

- InMaps
- Messaging and InMail
- Personalizing your messages
- Growing your network
- Removing people from your network
- Exporting your network
- LinkedIn as a light CRM

### **1:45 - 2:30 | Groups + Company Pages**

- Understand how Groups work
- Dig into LinkedIn Company Pages
- Participate

### **2:45 - 3:00 | More Ways to Stand Out on LinkedIn**

- Extra and new Sections
- Posting, liking, and sharing content
- Staying in touch
- Scripting the right message

### **3:00 - 3:45 | LinkedIn Know-How**

- Build Job searches
- People you might want to know
- Rankings + Views
- LinkedIn apps

### **3:45 - 4:00 | Q&A**

Complete Workshop Details at [www.40PlusDc.org](http://www.40PlusDc.org) , Events.