



Friday, September 22, 2017
9:00 am to 4:30 pm.

Venable LLP Conference Center
600 Massachusetts Avenue, NW
Washington, DC 20001



It's Not Social, It's Business

LinkedIn Workshop Outline

LinkedIn for Professionals in Career Transition

- Why LinkedIn is the place for professionals
- LinkedIn's place in hiring
- Recent changes to LinkedIn

From a Profile to a Professional Portfolio

Build a "Professional Portfolio" that is:

- 100% complete
- Optimized
- Multi-dimensional
- A competitive differentiator

Breakout Session | 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 through Groups

Job Search

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

Lunch| Q&A

A Deeper Look at Your Network

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

Groups + Company Pages

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

More Ways to Stand Out on LinkedIn

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

LinkedIn Know-How

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

Register online at www.40PlusDC.org as soon as possible to hold your place in this popular workshop.

Early Registration Fees (by September 10):

40Plus Members (Graduates): \$115.00

General Registration: \$140.00

Continental breakfast and boxed lunch included.

Space Limited to first 50 registrants.