



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

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



Stand OUT + Be Noticed

## LinkedIn Workshop Outline

### **General: LinkedIn for Everyone**

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

### **Complete Your Professional Story**

Build a "Professional Profile" 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**

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#### **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](http://www.40PlusDC.org) as soon as possible to hold your place in this popular workshop.**

#### **Registration Fees:**

**40Plus Members (Graduates):           \$175.00**

**General Registration:                       \$200.00**

*Continental breakfast and boxed lunch included.*

**Space Limited to first 50 registrants.**