



Collaborative Seminar Announcement

Break through with LinkedIn: Change the Rules for Increasing Profit

LinkedIn Value Realization: October 9, Chicago

What would it mean if you could reduce your firm's sales cycle or recruiting costs by 20%? Of if you could boost client wallet share 25%? LinkedIn reduces the cost of engaging the people who are most important to your business or career. This seminar will show you how and give you the tools you need to succeed:

- Find and engage new clients, customers, business partners and key employees
- Boost revenue by creating and leveraging your own expert network to serve clients better
- Increase innovation by tapping LinkedIn's qualified Answers forums (crowdsourcing)
- Network your way into new jobs, director positions and speaking engagements

The Executive's Guide to LinkedIn (EGLI) launched in early 2008 and already has numerous alumni who have become experts among their work colleagues, association members and communities. Alumni often extend their learning by collaborating in the private EGLI online community. Founder Christopher Rollyson has over 20 years of management consulting experience helping global companies and their leaders to innovate with technology.

You will learn how to:

- Build your strategy with EGLI Action Templates
- Use LinkedIn's privacy controls to attract people, and gracefully handle unwanted attention
- Use LinkedIn's advanced features: Groups, Answers and Recommendations
- Integrate LinkedIn with blogs & other Web 2.0 tools
- Create a written plan and follow-ups for you or your firm
- Network with alumni in private EGLI community

Who should attend:

- CEOs, sales and marketing executives
- Partners and Senior Managers of professional services firms
- Recruiters, HR and organizational development directors
- Entrepreneurs and business owners

In the words of alumni...

“Overall very useful! Took something mysterious and made it tangibly useful.

Dan Wallace, Interim CEO

“You packed a wealth of information into a 3-hour session. Getting the expert's view of LinkedIn helped me understand its relevance to my business and will enable me to put it to use.

Mary Eggert, Director of Business Development, Tech Image

“Chris is a superb presenter: on point, no rambling, totally focused and relevant.

Ann Thoma, President, Thoma, Inc.



Collaborative Seminars

Collaborative Seminars apply social networking to seminars. They have limited class size and more interaction than Classroom Seminars. This helps participants learn collaboratively and forge relationships that continue after the seminar.

The **Key Concepts Session** introduces the material for mastering LinkedIn with interactive exercises. During the optional **Application Session**, participants open their laptops and apply the concepts. The Key Concepts Session is a prerequisite for Application, but alums from any EGLI seminar are eligible.

Oct. 9, 2008	LinkedIn Value Realization	
Where	Technexus Chicago 200 S. Wacker Drive #1500, Chicago, IL 60606	
Key Concepts Session—8:30-11:30 A.M. (8:00 registration, networking)		
Focus	<ul style="list-style-type: none"> • LinkedIn within the Emerging Web 2.0 Ecosystem • Mastering LinkedIn with Key Processes • The Cornerstone to Productivity: Your LinkedIn Plan • Discovering Leverage: LinkedIn's Advanced Tools 	
Application Session—2:00-5:00 P.M. (1:30 registration, networking)		
Focus	<ul style="list-style-type: none"> • LinkedIn Profile Makeover • Importing Contacts & Rapidly Building a Strong Network • The Ins and Outs of Introductions, InMails and Responses • Hands-on with LinkedIn Answers 	
Lunch included for registrants of both Main and Application Sessions		

Christopher Rollyson
Founder, The Executive's Guide to LinkedIn [Full bio](#)

Registration and Fees

We also apply social networking to registration. We feature group pricing to encourage you to take the seminar with trusted friends, increasing your learning, confidence and post-seminar support. We help individuals make new collaborative connections, too. EGLI alumni help each other during the seminar and afterwards, and this is a growing part of the value we deliver.

Companies and associations can also form groups to extend the benefit to employees and members.

Attendance for each session is capped at 25 to allow for interactivity, so we advise registering early. If you want to organize a group, it's best to motivate people to act quickly, so you all secure places in the same class. Our online registration makes it easy: all you do is get a group code during your registration and encourage your friends to use it.

Please follow the "Learn more or register" link below for more information.

Collaborative Seminar Fee Schedule

Key Concepts Session (open to all, fees per person)			
Individual \$295	2 people \$245	3 people \$220	4+ people \$195
Application Session (open to alumni and morning registrants, per person)			\$195

To learn more → <http://www.executivesguide-linkedin.com/blog/?p=99>

To register → <http://tinyurl.com/6dqtd7>