



2009 Social Networking for Business Summer Bootcamp

Using LinkedIn, Blogging and Twitter to Build Your Business

The Executive's Guide to LinkedIn, Twitter and Blogging: August 19 & 21, Chicago

What would it mean if you could reduce your firm's sales cycle or recruiting costs by 20%? Or if you could boost client wallet share 25%? LinkedIn, Twitter and Blogging reduce the cost of engaging the people who are most important to your business or career. These seminars offer an integrated program that shows you how to leverage social networking while giving 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 has hundreds of alumni who have become experts among their work colleagues, associations and communities. Alumni 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:

- Accelerate trust and money with social networks
- Build your LinkedIn strategy with Action Templates
- Use LinkedIn's advanced features: Groups, Apps, Recommendations, Answers, Polls and Ads
- Integrate LinkedIn with blogs, Twitter & Facebook
- Create written plans and follow-ups
- Promote your business with LinkedIn, blogs & Twitter
- 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...

“Helped me realize the possibilities to develop business... out in front paving the way for strategic application.

Mary Paskell, VP Strategy, Remedy

“Overall good onramp; Groups & Answers information particularly useful.

Grant Hellwarth, Partner, PricewaterhouseCoopers

“Took something mysterious and made it useful.

Dan Wallace, Interim CEO

“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.

On August 19, the **Key Concepts Session** will introduce the material for mastering LinkedIn, with a special section for extending your LinkedIn activity with Facebook and Twitter.

On August 21, the **Application Session** enables participants to open their laptops and apply the concepts. The Key Concepts Session is a prerequisite for Application, but alums from any EGLI seminar are eligible. The **Business Building Session** shows participants how to launch and grow a blog for less than one hour per week. You will leave with a concrete plan for your blog and your first post(s). We also cover microblogging (Twitter), and you will have a plan, tools and action steps for building your business with Twitter for less than one hour a week.

August 19		LinkedIn Value Realization	
Key Concepts Session—1:00-4:45 P.M. (12:30 registration, networking)			
Focus (No laptop required)	<ul style="list-style-type: none"> • LinkedIn within the Emerging Web 2.0 Ecosystem • How LinkedIn, Facebook, Twitter, Blogging and YouTube fit in the ecosystem, and how to prioritize your time • Mastering LinkedIn with Key Processes • The Cornerstone to Productivity: Your LinkedIn Plan • Discovering Leverage: LinkedIn's Advanced Tools • Orientation: Using Facebook to accelerate trust building • Orientation: Using Twitter to boost engagement • Predicting Revenue with the Social Network Life Cycle Model 	 <p>Christopher Rollyson Founder, The Executive's Guide to LinkedIn Full bio</p>	
August 21			
		Advanced LinkedIn and Twitter—with Blogging	
Application Session—8:30-11:30 A.M. (8:00 registration, networking)			
Focus (Laptop recommended)	<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 • Driving business with LinkedIn Ads and LinkedIn Apps • Fast and easy outreach with LinkedIn Polls 	<p><i>Lunch included for registrants of both Application and Business Building Sessions</i></p>	
Business Building Session (Blogging & Twitter)—1:30-5:00 P.M. (1:00 regist.)			
Focus (Laptop recommended)	<ul style="list-style-type: none"> • Leveraging LinkedIn Answers & Groups in your blog • Prospect focus: creating your audience • Blogging and Twitter plans, action steps and posts • Outreach: the secret of interactivity and traffic • Productivity savers: using Twitter to get more blog readers • Using Feedblitz to send free email newsletters from your blog 		
Where: All sessions at TechNexus Chicago—200 S. Wacker Drive #1500, Chicago, IL 60606			

To learn more → <http://www.executivesguide-linkedin.com/seminars/>
To register → <http://tinyurl.com/egli090821>



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 "To learn more" or "To register" links below for more information.

Collaborative Seminar Fee Schedule

You may attend the sessions in any combination; the only restriction is that the Application Session ("Advanced LinkedIn") has the Key Concepts as a prerequisite.

Key Concepts Session (open to all, fees per person)			
Individual \$295	2 people \$245 - 17% off	3 people \$220 - 24% off	4+ people \$195 - 33% off
Application Session (open to EGLI alumni and August 19 registrants, per person)			
Per person \$195 - 33% off			
Business Building Session (open to all, fees per person)			
Individual \$295	2 people \$245 - 17% off	3 people \$220 - 24% off	4+ people \$195 - 33% off

Combination Fee Schedule

Taking the sessions in combination offers additional savings, which is combined with group pricing. Combinations also include one follow-up phone consultation per company/person within one month of the sessions.

Key Concepts Session + Application Session (fees per person)			
Individual \$490	2 people \$440 - 25% off	3 people \$415 - 30% off	4+ people \$390 - 33% off
Application Session + Business Building Session (fees per person)			
Individual \$390 - 33% off	2 people \$340 - 42% off	3 people \$315 - 47% off	4+ people \$290 - 51% off
Key Concepts Session + Business Building Session (fees per person)			
Individual \$490	2 people \$440 - 25% off	3 people \$415 - 30% off	4+ people \$390 - 33% off
Key Concepts Session + Business Building Session + Application Session (fees per person)			
Individual \$685 - 33% off	2 people \$605 - 32% off	3 people \$565 - 36% off	4+ people \$525 - 41% off

Use Group Code **20090821+your initials** and your registration fees will be reduced according to the above schedule—as a function of how many people register with your code. After registration closes, we credit back the discount to your card. For more information on registration, please visit "To learn more" below

To learn more → <http://www.executivesguide-linkedin.com/seminars/>
To register → <http://tinyurl.com/egli090821>