



Classroom Seminar: May 4 at TechNexus, Chicago

Using LinkedIn to Change the Rules for Increasing Profit

+Sneak Preview: The Executive's Guide to Facebook

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 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 hundreds of 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...

“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.




Classroom Seminars

Classroom Seminars enable participants to learn intermediate and advanced techniques quickly. Our integrated print and video materials enable us to cover critical skills live while participants gain the tools they need to put the skills into practice after the seminar. This is EGLI's "Accelerated Persistence" approach to learning.

Sneak Preview: The Executive's Guide to Facebook

The May 4 Chicago session previews the Executive's Guide to Facebook, which will launch officially on Memorial Day. The Executive's Guide to Facebook applies EGLI's proven methodology to Facebook, which conventional wisdom holds is only for personal networking. However, as participants will discover, Facebook can be very effective for developing business relationships. This session will give participants a jump start on using Facebook for business—and how they can manage their activity between LinkedIn and Facebook to create synergy.

May 4, 2009		Special 2-for-1 Session
Where	TechNexus Chicago 200 S. Wacker Drive #1500, Chicago, IL 60606	
Executive's Guide to LinkedIn—1:00-3:30 P.M. (12:30 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 	
Facebook Sneak Preview—4:00-5:30 P.M. (3:30 registration, networking)		
Focus	<ul style="list-style-type: none"> • Facebook orientation for executives • Power points: Facebook Privacy & Friend List features • Overview of Facebook Groups, Pages, Apps • Facebook Key Processes and Action Templates • Strategies for Using Facebook and LinkedIn together 	



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

Registration and Fees

You can participate in either or both of these special events. Please follow the "To learn more" or "To register" links below for more information.

Classroom Seminar Fee Schedule	
The Executive's Guide to LinkedIn Classroom Seminar	\$195
The Executive's Guide to Facebook Sneak Preview	\$125
LinkedIn and Facebook Sessions	\$295

To learn more → <http://executivesguide-linkedin.com/seminars/>
To register → <http://tinyurl.com/090504>