



Executive's Guide to LinkedIn Seminar

**Are you a member of LinkedIn who wonders what the fuss is all about?
Are you curious about how LinkedIn can build your business?**

Web 2.0 has created a new digital world, but executives need to learn how to access it. New social networks like LinkedIn don't come with a manual that shows time-pressed and ROI-focused executives how to get results.

Samurai Executive Learning Series has partnered with Christopher Rollyson, a Web 2.0 expert, to bring you this powerful and practical learning opportunity. Seminar participants learn how to tap LinkedIn to:

- Find new customers and business partners
- Serve existing clients better
- Connect with people who can help meet their goals
- Create an individual strategy and plan to measure results

Two Dates

**May 17
Chicago**

**June 12
Wheaton**

To show how the online and off-line worlds intersect, Business Development Master Bob Lambert will explain how selling is evolving in the 21st century economy, how to move from vendor to trusted advisor and the 7 Secrets of Great Connecting.

Here's what attendees are saying....

You packed a wealth of applicable information into a 3-hr. session. Getting the expert's view of LinkedIn helped me understand its relevance to my business and will enable me to put it to immediate use. Thanks Chris, Clark and Bob!

— Mary Eggert
Director of Business Development

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

— Dan Wallace
Interim CEO & Management Advisor

You will learn how to:

- Customize the Executive's Guide Action Templates to build your strategy
- Use LinkedIn's privacy / access controls to attract people, and gracefully handle unwanted attention
- Use LinkedIn advanced features like: Recommendations, Answers and Groups
- Integrate online tools with off-line strategies for prospecting, lead generation and network building
- Create your written plan and follow-ups
- Network with seminar alums in private forums

Who should attend:

- CEOs, senior sales and marketing executives
- Recruiters, HR and organizational development directors
- Those who have a LinkedIn profile but need to go deeper



Seminar Vital Statistics

Christopher Rollyson

Founder, The Executive's Guide to LinkedIn



Christopher S. Rollyson has been a pioneer in corporate innovation, strategy and transformation for 20 years. A principal consultant, marketing executive and executive coach at several Big Four and specialist consultancies, he advises executives of global enterprises and start-ups on leveraging emerging technologies to create unusual advantage. See a full bio <http://www.executivesguide-linkedin.com>

Bob Lambert

Partner, Samurai Business Group LLC®



Bob Lambert is a dynamic, high-energy executive with a solid record of leading & building successful businesses. He has over 30 years experience in strategic business development, marketing & sales for Global 50, Fortune 500 companies and founded several successful entrepreneurial start-ups. <http://www.samuraibizgrp.com>

For more info contact Heather at h.hein@samuraibizgrp.com

May 17, 2008	Hosted by: Chicago GSB Entrepreneur Roundtable
Where	Gleacher Center, University of Chicago GSB, 450 N. Cityfront Plaza, Chicago, IL 60611 http://www.gleachercenter.com
Time	8:00 A.M. registration, breakfast & networking 8:30 A.M. start – 2:30 P.M. end
Features	Saturday extended networking lunch
Fee	\$149 Early Enrollment (ends May 7 th) \$199 Regular Enrollment

ENROLL NOW!

Seating is limited

June 12, 2008	Hosted by: Samurai Business Group
Where	IIT Rice Campus, 201 E. Loop Road, Wheaton, IL 60187 http://www.rice.iit.edu
Time	8:00 A.M. registration, breakfast & networking 8:30 A.M. start – 2:30 P.M. end
Features	We pack it all into a Thursday morning
Fee	\$149 Early Enrollment (ends June 2 nd) \$199 Regular Enrollment

ENROLL NOW!

Seating is limited

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Entrepreneur Roundtable