



LinkedIn for Professionals Workshop

Sample Agenda for an In-House Workshop on LinkedIn suitable for beginners who want to use LinkedIn strategically and effectively. Agenda can be adjusted to reflect client priorities.

Agenda

Commence 10am, aim to finish by 4pm.

10.00 Introductions

1. What is LinkedIn?
2. Your Audience

11.30 Tea/Coffee

3. Individual Profiles

1.00 Lunch

4. Growing your Network Correctly
5. Hunting and Farming in Practice

15.00 Tea/Coffee

6. Introduction to Company Pages
7. Measure what Matters
8. Implementation

16.00 Close

Participants in the workshop will receive:

1. A personal workbook containing all the notes and links from the session and in which to record and develop your thoughts during and afterwards;
2. Free membership of the growing Just Practising LinkedIn Workshop Attendees Group on LinkedIn which will share links to useful resources and through which participants can provide each other with on-going support in a private group exclusively for workshop attendees.

Want to Know More?

For more information contact Su Butcher at www.justpractising.com or call 07815 935736.