

LinkedIn Extravaganza 2017

BUILD TRUST & CREDIBILITY AND DOMINATE YOUR MARKET WITH LINKEDIN

Milwaukee
September 21
HERZING UNIVERSITY
[Brookfield, WI]

Chicago
October 11
DEVRY UNIVERSITY
[Addison, IL]

Madison
October 31
HERZING UNIVERSITY

Grand Rapids, MI
November 2
KSS ENTERPRISES

Are you looking for new ways to:

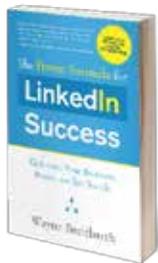
- **Get more work and make more money**
- **Connect with people who really matter**
- **Get leads to come to you**
- **Gain a competitive marketing edge**
- **Search for and recruit the best new talent**
- **Find the job of your dreams**

Pick just one session or stay for the whole day!

Then this event is for you! **Nationally recognized speaker, author, and LinkedIn consultant Wayne Breitbarth** will help you discover easy ways to leverage LinkedIn for your business and career. Whether you are a social media novice or savvy user, you will come away with action steps that can produce immediate results.

"Wayne's infectious energy and humor has you leaving with the absolute belief that you can really make a difference for your business."

(Recent seminar participant)



Wayne is the author of ***The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search***. A copy of his best-selling book is included in the registration fee.

Be one of the 80,000+ people who have learned from Wayne how to build trust and credibility and dominate their market with LinkedIn, the world's most popular professional networking site.

SCHEDULE

8:00 - 8:30 a.m.	Registration and networking
8:30 - 10:30 a.m.	LinkedIn 101: The Power Formula for LinkedIn Success (\$69)
10:30 - 11:00 a.m.	Registration and networking
11:00 - 1:00 p.m.	Using LinkedIn to Generate a Steady Stream of Sales Prospects (\$99)
1:00 - 1:30 p.m.	Break for lunch (on your own)
1:30 - 2:00 p.m.	Registration and networking
2:00 - 4:00 p.m.	Unlocking LinkedIn's Corporate Marketing & Recruiting Potential (\$129)

Milwaukee early bird all-day registration available until Aug. 30 for only \$199 (Save \$98)
Chicago, Madison and Grand Rapids \$199 early bird available until Sept. 27

COMPLETE DETAILS:

<https://linkedinmilwaukeefall2017.eventbrite.com>
<https://linkedinchicagofall2017.eventbrite.com>
<https://linkedinmadisonfall2017.eventbrite.com>
<https://linkedingrandrapidsfall2017.eventbrite.com>

LinkedIn 101: The Power Formula for LinkedIn Success (8:30 – 10:30 a.m.)

Pick just one session or stay for the whole day!

This class is for you if you are:

- Getting invitations to connect on LinkedIn but don't know what to do with them
- Using LinkedIn but not getting the results you desire
- Interested in attracting new leads, referrals and business
- Searching for new ways to market yourself or your business and increase revenues
- Looking for the job of your dreams

In this class you will learn how to:

- Set yourself apart from your competition
- Improve your network & dramatically expand your reach
- Uncover new opportunities & convert them to revenue
- Attract your target customers or clients
- Gain competitive intelligence

This class has something for everyone—and it's a great foundation for Wayne's sales and marketing classes, too. Learn the hottest LinkedIn secrets and get on the fast track to success.

Using LinkedIn to Generate a Steady Stream of Sales Prospects (11:00 a.m. – 1:00 p.m.)

Are you a sales professional who is actively using LinkedIn but still looking for more ways to use it to generate quality leads and close more deals?

Then let LinkedIn Guru Wayne Breitbarth help you move beyond the basics and show you how to:

- **Find prospects that lead to sales**
- **Drive traffic to your profile and website**
- **Build credibility in your marketplace**
- **Discover insider information about your prospects**
- **Develop an overall strategy to accomplish your most ambitious goals**

In this fast-paced 2-hour session, you will:

- Learn how **top producers** are using LinkedIn
- Find out how to **track your customers and potential customers**
- See how Wayne's new 5-step process will help you **grow your business**

Don't miss this chance to develop the LinkedIn skills that will help you generate a steady stream of sales leads that you can turn into sales dollars!

Unlocking LinkedIn's Corporate Marketing & Recruiting Potential (2:00 – 4:00 p.m.)

Do you think LinkedIn is only for individuals? Well, think again! Smart companies are using LinkedIn to:

- **Promote** their products and services
- **Increase** their visibility in the marketplace
- **Demonstrate** their thought leadership
- **Build** a community of followers
- **Recruit** the best talent

Let LinkedIn expert Wayne Breitbarth show you how investing in your company's LinkedIn presence will lead to greater marketing and branding success.

In this class you will learn how to:

- Build a LinkedIn company page that will attract maximum attention
- Drive more potential customers to your company's website
- Capitalize on LinkedIn's powerful advertising opportunities
- Effectively share company news with your LinkedIn audience
- Implement the best practices of LinkedIn's most successful corporate users
- Gain a competitive advantage over other companies in your marketplace
- Execute a highly targeted LinkedIn recruiting strategy

Who Should Attend?

Attendees should have at least a basic understanding of LinkedIn and other social media platforms and could include any of the following:

- Persons responsible for the overall marketing and branding efforts of an organization
- Persons responsible for finding and recruiting new employees
- Company owners and top-level executives responsible for sales, marketing, and branding initiatives