



WOZA
LinkedIn

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The future of successful business networking

LinkedIn is fast becoming the biggest professional business networking tool. The professional social network has taken on the job market with Fortune 500 companies taking to LinkedIn to make hiring decisions. Oracle (ORCL, Fortune 500) found Jeff Epstein through LinkedIn in 2008 who became the groups CEO.

In South Africa there are over 600 000 professionals with profiles on LinkedIn with over 90 000 in management positions and over 25 000 Directors. The biggest industries on LinkedIn SA are Technology, Finance, Manufacturing and Corporate with engineers being the most popular people on LinkedIn.

Taking all of this information into account it has become very evident that we need to get to grips with using LinkedIn as a business networking tool.

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In true South African spirit we welcome the technology of LinkedIn by presenting this workshop in using LinkedIn for business networking and development. The workshop covers Linking in depth and explains the rules, culture and tools used to network effectively.

Learn how to manage a successful company and personal profile, do quick research, find prospective employees and network with people who matter.



See the world through other people's eyes

Outcomes you can expect:

- Skills to network on LinkedIn
- Learn how to create a great online profile that will attract business and keep you front of mind
- Understand how LinkedIn will have an impact on your recruitment challenges
- Learn about the value in LinkedIn's Top 6 Tools

This workshop has plenty of opportunities for delegates to try out the new skills they have learnt. Almost every aspect of the workshop includes a practical portion to help delegates “see” and “feel” LinkedIn in action.



Woza LinkedIn is presented by Mike Saunders. Mike Saunders is an internet strategy consultant and social media coach.

His vision for social media in the marketplace is to see businesses learn the dynamics of communicating to the public in a way that is appreciated and shared by their audience. He fulfils this vision in his consulting role as well as in his capacity as a speaker, where he shares his expertise in the fields of internet marketing and social media.

Contact Details

For more information about this presentation, or to book Mike for your next conference or event, please contact mike@tomorrowtoday.co.za