

CONNECTING THROUGH THE POWER OF **LinkedIn for Marketers & Businesses**

Guest Speaker

Chris J. Reed

Founder & Global CEO of Black Marketing



Key Takeaways

- How to enhance your personal brand on LinkedIn?
- How to get headhunted?
- How to blog and become a thought leader on LinkedIn?
- How to enhance your employer branding and employee engagement on LinkedIn?
- How to create a content marketing plan on LinkedIn?
- How to message to find investors/clients/partners/employees on LinkedIn?
- How to achieve anything you wish on LinkedIn in a business context?

When

16 August 2017,
2.15pm – 4.45pm

Where

51 Anson Road #03-53
Anson Centre Singapore 079904

Fees

Non-member: \$35
MIS Member: \$20

Public Tertiary Institution Student*: \$10

* This includes all Students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.

RSVP by 14 August

Programme Highlights

Registration & Networking

2.15 - 3pm
(Light refreshments
will be provided)

Presentation Talk

3 - 4.15pm

Q&A

4.15 - 4.45pm

Topic

Founded in 2003, LinkedIn connects more than 500 million members worldwide that include the world's professionals and executives from every Fortune 500 company. There are more than 40 million students and recent college graduates on LinkedIn. They are LinkedIn's fastest-growing demographic.

Companies are finding that a LinkedIn Company Page is a powerful and effective marketing platform to raise brand awareness, generate quality leads, and gain followers by extending the reach of your company updates.

Through this talk, learn the top 10 tips on how to use LinkedIn (and what to do) to create Content Marketing Strategies.

About the Speaker

Chris has been named as an Official LinkedIn Power Profile 2012-2016, has one of the world's most viewed LinkedIn profiles with 55,000 followers, hundreds of recommendations, is one of the Top 100 most influential LinkedIn Bloggers and is the No. 1 International Bestselling Author with his book "LinkedIn Mastery for Entrepreneurs".

Black Marketing is a global marketing consultancy that specialises in enabling LinkedIn for C suite executives & Entrepreneurs across the world. Chris has taken the company from 1 person in 1 country in 2014 to a full listing on the NASDAQ in 2016.