

EMBRACE THE POWER
& POTENTIAL OF SOCIAL MEDIA

8 Steps to LinkedIn Success



PRESENTER: Matthew J. Schwartz is the President & CEO of MJS Executive Search, a retained search firm that specializes in the placement of senior level marketing, sales, and general management professionals for consumer goods and service businesses.

Matt founded MJS in 2002 after a number of years with Heidrick & Struggles as a Principal in the Global Consumer Practice.

Explore the power and reach of LinkedIn, one of the most powerful networking tools on the planet. Whatever your industry or specialty, learn how you can use LinkedIn to expand your network, grow your business, and improve your bottom line.

AUDIENCE: This lively, hands-on presentation and demonstration is ideal for business owners, professionals, managers, executives, and anyone responsible for networking and generating revenue for their organizations.

FORMAT: In-person or via Webinar, this 75-minute presentation provides expert insight and showcases real-time examples of how you can develop and implement an effective LinkedIn strategy for your organization.

What people are saying

"Thanks for revealing some of what these new social networking programs have to offer. I had no idea. Your presentation made it apparent this is an extremely powerful tool."

—Bruce Maasbach
Manhattan Mortgage

"I was amazed to learn what a powerful career building tool LinkedIn can be. I was also very surprised to find out I was only utilizing 10% of LinkedIn's features! Take advantage of Matt's many years of experience by attending this informative event."

—Steven Alpert
VP, Business Cards Tomorrow

"I thought LinkedIn was just a way to catch up with old colleagues and business associates. Boy, was I wrong! Matt showed our group how to utilize the power of LinkedIn in ways I never even knew existed."

—Mark Barry,
M. Barry and Co.