



ASTRA “TTÜ arenguprogramm aastateks 2016-2022”  
**GRADUATE SCHOOL OF FUNCTIONAL MATERIALS AND TECHNOLOGIES**

**LinkedIn webinar, September 21, 2020**

**Place:** Zoom link: <https://us02web.zoom.us/j/85721415422>  
Meeting ID: 857 2141 5422

**Language:** English

**Coach:** [Indrek Pöldvee](#), [B2B Growth OÜ](#)

**PROGRAM**

5 academic hours. Breaks in between.

**10:00 -11:30 (2 ac.h):**

- LinkedIn users and statistics,
- Who uses LinkedIn and why
- Personal and company profile difference

**11:30-11:45 Break**

**11:45 – 13:15 (2 ac.h)**

- Personal and company profile
- How to stand out in LinkedIn (practical part, will show examples)
- Building your network through LinkedIn and how to use it in sales and finding a job (will show how and show examples)
- Posting in LinkedIn

**13:15 – 13:25 Break**

**13:25 – 14:00 (1 ac.h):**

- Personal profile audits if anybody volunteers, profile best practices examples
- Questions and answers

**After the training you will know:**

- What is the LinkedIn platform, who uses it, and why you should use it
- How to make a personal account makeover and start building your network
- Personal and company brand building basics
- How to post in LinkedIn

