LinkedIn webinar, September 21, 2020
Place: Zoom link: https://us02web.zoom.us/j/85721415422
Meeting ID: 857 2141 5422
Language: English
Coach: Indrek Pőldvee, 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

13:25 – 14:00 (1 ac.h):
- Personal profile audits if anybody volunteers, profile best practises 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