

**May 16, 2012**

## **Marketing and Networking Tips for Professionals and Boutique Practices**

Networking in the digital age requires professionals to utilize both traditional people skills and new online tools. This session will help you navigate the changing landscape of networking and leverage connections online and offline to advance your practice. You will learn how to:

Develop a networking strategy

- Set goals and identify target contacts
- Identify networking opportunities
- Prepare your message
- Manage your profile on and offline

Make connections at events and online

- Tips for working a room
- Strategies for online and offline networking
- Using social media: blogs, LinkedIn, Facebook, Twitter, Google+ and YouTube

Follow up and build relationships

- Set definitive next steps
- Reconnect online or offline

Manage your time

- How to fit networking into your schedule
- Tool to help manage your social media activities: HootSuite, Mashables, Google Reader

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