

CEO FORUM 2008

USING LINKEDIN TO BUILD YOUR BUSINESS

Create Collaborative Networks and Develop Business



THE ALTERNATIVE BOARD
Achieve Success with Peer Advice and Coaching™

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ARE YOU LINKEDIN???

Learn how to **MAXIMIZE** relevant contacts while **MINIMIZING** unwanted connections

YOU SHOULD ATTEND THIS FORUM IF YOU WANT TO....

- keep up with people who change companies
- get a "warm" introduction to someone you don't know directly
- know what to do with your existing LinkedIn connections
- position yourself as a "go to" person in your field

LinkedIn is the leading "social" network site for managing business relationships, but it doesn't come with a user's guide to help executives....

...figure out what "LinkedIn" is and what all the fuss is about, or

...evaluate how they might use its features to connect with productive contacts while avoiding sales pitches

A seasoned management consultant and marketing executive, Christopher Rollyson is the Founder of The Executive's Guide to LinkedIn, which "makes the connection" between executives and realizing value from online social networks. In this session, Chris will give attendees an introduction to some of the key techniques of using LinkedIn to connect with people who can help you grow your business by targeting prospects, taking better care of existing customers and hiring key people--more quickly by using LinkedIn.

- Controlling who sees what: understanding privacy controls
- How to create a fantastic profile (and what it will do for you)
- Politely responding to people who invite you (but whom you don't want to join)
- Using LinkedIn to let your contacts manage their information for you
- Scoring new customers, partners, employees and more

For more about the Executive's Guide to LinkedIn and its online resources, see:
(<http://www.executivesguide-linkedin.com>)

Don't miss this informative, must see event!

As a TAB Board Member or invited guest, the \$30 registration fee has been paid for by your TAB Facilitator!! However, RESERVATIONS ARE REQUIRED!

Join Business Owners and TAB Members to learn how to create opportunities with your own LinkedIn network

Friday, May 30, 2008
Rosewood Restaurant
9421 W. Higgins Road
Rosemont, IL

[REGISTER NOW](#)

Continental Breakfast, Registration and Networking:
7:30 - 8:00 am
Presentation, Workshop and Q & A
8:00 - 10:30 am
Host:
The Alternative Board®-TAB Chicago

This exclusive workshop for owners and their business associates, partner or key manager is presented by
The Alternative Board® -TAB Chicago

The Alternative Board® (TAB) is an international organization that brings over 3000 business owners, Presidents and CEOs of non-competing businesses together to share experiences through peer boards, guest experts and executive coaching sessions. Members can present challenges and opportunities to their board for seasoned, practical advice from other members who understand one another's perspective and contribute meaningful solutions. Learn more about TAB at www.tabchicago.com or contact us via email at info@tabchicago.com

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OUR PRESENTER



Christopher S. Rollyson has been a pioneer in corporate innovation, strategy and transformation for 20 years. A principal consultant, marketing executive and executive coach at several Big Four and specialist technology consultancies, he specializes in advising executives of global enterprises, and start-ups on leveraging emerging technologies to create unusual advantage.

WORKSHOP LOCATION

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[REGISTER NOW](#)

Seating is limited so register now via the registration links

QUICK LINKS

www.TABChicago.com