

# LinkedIn Workshop

A Salinas Valley Chamber of Commerce  
& SCORE Monterey Bay Event

## LinkedIn for Business Workshop



Mary  
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Vincent

Presented by

**Mary Jeanne Vincent**  
Career Expert & Strategist

### Learn how LinkedIn impacts your brand

Many business owners fail to understand the value of LinkedIn thinking it is simply a tool for job seekers. That may have been the case in 2003 but today everyone needs a professional presence on LinkedIn. Eighty-eight percent of Inc. 500 businesses use LinkedIn and more than 41 percent of millionaires are members. Surprisingly many small business owners fail to effectively promote their brand on LinkedIn.

In this workshop you will learn;

- LinkedIn best practices
- How to optimize your title & summary
- How to effectively network on LinkedIn

### Lunch & Learn Workshop

**Bring A Lunch, No Cost To Attend**



### LUNCH & LEARN

Wednesday, December 12th

11:30 am - 1:00 pm

Salinas Valley Chamber of Commerce

119 E. Alisal St. Salinas, CA 93901

**Register Now!**