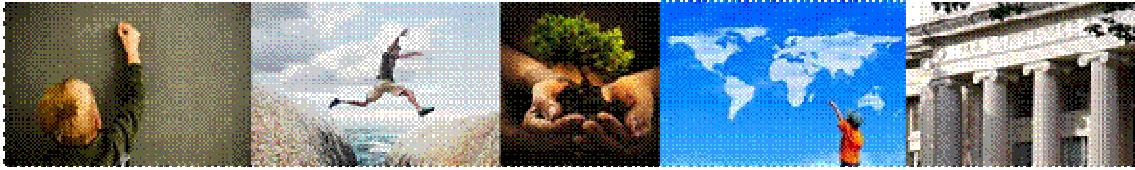


## Using LinkedIn for Marketing, Branding and Lead Generation Interactive Workshop

With Ronen Offer, Managing Partner, April Business Consulting



**June 9<sup>th</sup>, 17:30-20:30 @ Recanati, Tel Aviv University**

This intimate interactive workshop is limited to a small number of participants, with preference to MIT Forum subscribers.

**Topics include:**

- *Getting Started*
- *Building Your Network*
- *Your Company Profile*
- *LinkedIn Community - Build Your Reputation on LinkedIn*
- *Using LinkedIn for Business Development & Sales*
- *Using LinkedIn for Marketing Activities*
- *Leveraging LinkedIn for Competitive Intelligence*
- *Integrate LinkedIn Into Your Daily Routine*

**Ronen Offer Managing Partner, April Business Consulting**

Ronen Offer serves as the Managing Partner at April Business Consulting ([www.aprilbc.com](http://www.aprilbc.com)), a management consulting firm specializing in strategy, marketing and business development planning and implementation services. Prior to founding April Business Consulting, Ronen served as the Head of Marketing and Business Development department of PricewaterhouseCoopers in Israel. He previously held senior marketing, sales and business development positions in several high-tech companies, including Tundo Communications and Resolute Networks, and was co-founder and CEO of the start-up company Veradis.

Ronen has also served as a faculty member and mentor to the Wharton School of Management/Recanati Tel Aviv University MBA program, and is currently a Mentor at the Global Business Studies program (GBS) at Recanati Tel-Aviv University MBA program/Schulich School of Business, York University, Canada.

**Whom is this workshop meant for?**

The workshop is intended for Entrepreneurs and Managers in High Technology, as well as future entrepreneurs.

The workshop is not intended for service providers.



**PARTICIPATION**

Registration; <http://www.entersymposium.com/mit-forum/WorkshopLinkedIn-MITSUB>

Discounts thanks to MIT Forum sponsors.

	Entrepreneurs	MIT Paid Subscribers
Registration	NIS 325	NIS 250
Early Registration*	NIS 250	NIS 175

\*Early Registration until June 1<sup>st</sup>.

Registration is based on availability ; Cancellation fee: NIS 50 by June 8<sup>th</sup>.



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