

Seminar: «LinkedIn: A powerful job search and self branding tool»



A theoretical and practical seminar organized by Institute Cervantes of Athens, the Hellenic-Spanish Chamber of Commerce and the cultural magazine Sol Latino. Powered by CVexperts – CV writing and career consulting agency.

SEMINAR DESCRIPTION:

In today's online world, you want to have a strong personal brand, which enables you to be found and to be remembered for your expertise. LinkedIn is a powerful tool for making business connections and for boosting your personal brand. You need to improve your personal brand awareness in LinkedIn, utilizing helpful principles and tricks and creating a meaningful content.

In this seminar you will learn ways to optimize the ways you use LinkedIn. You will become aware of what makes a good profile, and what you should do to yours to improve it or to build it from scratch. The seminar begins with LinkedIn theory and continuous with the practical part, where you will have the opportunity to implement what you have learned in practice.

After leaving this seminar you will have a complete LinkedIn profile and you will be aware of strategies and best practices to leverage LinkedIn at every stage of your networking and job search process. As LinkedIn statistics say, users with complete profiles are 40 times more likely to receive opportunities through LinkedIn.

PREREQUISITE:

All participants must have created a LinkedIn account with login name and password and must have completed the form sent to them in English or Spanish. The form constitutes a self-analysis tool that actually guides you towards the creation of a powerful content for LinkedIn, which you need in order to differentiate yourself.

SEMINAR CONTENT:

- The Basics of LinkedIn: Homepage overview
- Edit & develop a robust profile
- Manage Account settings
- Managing your contacts / Networking
- Six degrees of Separation theory
- Asking for Recommendations
- Joining & Navigating Groups / Using company pages
- Managing Endorsements
- Building your reputation on LinkedIn
- Unpaid and paid accounts
- Ways to maximize LinkedIn use
- Leveraging LinkedIn for the job search
- Practical Application

SEMINAR INSTRUCTOR:

Maria Pafioli, CVexperts Consultant

LABORATORY ASSISTANT:

Maria Chronopoulou, Scientific Collaborator

LANGUAGE:

The seminar will be conducted in **Greek**.

FEE:

50 Euros (40 Euros for students of the Instituto Cervantes and Library users, members of the Hellenic Spanish Chamber of Commerce and subscriptions of Sol Latino)

VENUE:

Biblioteca Cervantes Juan Carlos Onetti, Institute Cervantes of Athens, 23 Mitropoleos Street, Athens

DATE:

12/12/2013, 18:30-21:30 pm

ADDITIONAL INFORMATION:

It is important **to bring your own laptop or tablet with you**. In case you don't have one, please state it in the online form.

APPLICATIONS:

Online application form

<https://docs.google.com/forms/d/1XEV-hJGdZuKNdJik3wgQO6MIWi9nR7kCV5BClpPeR0I/viewform>