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Keynote Presentation

How to Win on LinkedIn: The Tools You Need to Stand Out

Description

LinkedIn is your no-cost digital asset that helps you grow a valuable network and position you as the go-to expert in your field. If you are not working LinkedIn strategically, you are behind the eight-ball.

In this session Karen will share with you

- How to leverage the power of LinkedIn to stay front-of-mind with clients and stakeholders
- All the must-know essentials to craft a compelling profile and build your professional credibility
- How to use the platform to grow your brand footprint and generate leads
- Tools to help you post regularly to stand out, and showcase your industry authority

Bio

An early-adopter of LinkedIn, Karen Tisdell recognised the platform's potential when working as a recruiter. Identifying a niche and foreseeing the importance of how professionals are perceived online, Karen began her LinkedIn profile writing business. A decade on, she has written thousands of profiles for C-level executives and is ranked as one of the top 10 independent LinkedIn trainers across Asia Pacific.