MDG March Networking Event

How to Effectively Network in the 21st Century and Beyond

Tuesday, March 25 · 5:30 - 8 p.m.
Constant Contact Headquarters, Waltham MA

What Is The Optimal Mix of Strategies & Tools?

To Help You Enhance Your Networking Skills, Our Speakers Will:

1) Provide Strategies, Tools & Tips
2) Guidance on the Effective Use of Social Media
3) Provide Feedback as You Try Their Methods

Program Description

Networking is not what it used to be!
Now with that said, you can find yourself at a "networking event" twice a day, six days a week if you have the bandwidth to sustain that! And just attending a networking event does not mean you will wind up with anything but a pocket full of cards, meeting some great people, getting to tell your story to anyone who is willing to listen and maybe connecting with those who are your targets.

OR you wind up with not connecting with anyone, standing alone for almost an hour, giving your card out and receiving no one’s in return, plus you just dropped 50 bucks for that! Then add the social media aspect which has become the "new norm" of daily networking.

Now let's envision networking with a surgeon's precision!
Join the MDG "Networking Nexus" and MDG will help you tie in the aspects of networking effectively in the digital age of social media, provide tips, tools & tactics for strategic networking and a safe environment to try out your newly acquired skills. Whether you have been in your industry for 20 years, are a recent graduate or somewhere in between, networking is the key essential to furthering your career, growing your business, getting that next big account or job!

Speakers

- Jason Hartz, President, JDH Ventures
- Judy Parisella, Principal, JP Marketing

Moderator

- Joe Berkowitz, Business Performance Advisor, Insperity

Speaker Biographies

Jason Hartz, President, JDH Ventures
Over the last 12 years Jason has used the Sandler Sales Method to successfully open, own and grow three top performing businesses. During that time he has also managed a successful sales force. Jason's passion is helping other business owners, sales managers, and CEO's use the tested Sandler method. From his main training facility in Waltham and around the country he provides professional development and unique sales and sales management solutions to the challenges faced by salespeople, sales managers, executives and other professionals who must build a client base for their services. Jason's has worked with companies as diverse as Oracle, NDR Research, Fitness Together Franchise, to single unit business owners and professionals.
Judy Parisella, Principal, JP Marketing
After a 20-year stint in Southern California, Judy has made her way back to her native North Shore. Today she runs her own 'Cloud Marketing' firm managing an array of clients and brands, from Teddie Peanut Butter to on-air (TV and Radio) personalities and more. Judy speaks and teaches widely on leveraging today's emerging online marketing platforms. More about Judy at http://www.linkedin.com/in/judyparisella

Moderator Biography
Joe Berkowitz, Business Performance Advisor, Insperity
Joseph Berkowitz is an entrepreneur who has a proven track record of growing revenue by increasing sales to both new and existing customers. A seasoned executive with a broad experience and effectively skilled in sales and marketing, with almost 20 years of growing revenue in fast-paced, competitive markets. Experienced in sales building through inside and outside sales, budget development, profit and loss analysis, cost control, hiring and training. In his professional experience he has managed over $125 Million in P&L's serving in roles ranging from general management to ownership.

About MDG
MDG’s mission is to contribute to the continuing development of medical devices and other medical technologies by enhancing the professional development of its members, fostering and supporting entrepreneurial thinking, serving as a forum for exploration of new business opportunities and promoting best practices in enterprise management.

Program Fee (before/after March 18)
- MDG Members: $25/$35
- Non-MDG members: $35/$40
- Students: $10/$15 with valid ID

Location
Constant Contact
1601 Trapelo Road, Waltham, MA
Located at Route 128/I-95, Exit 28B
(Main Building "under the clock." Great Room, 3rd Floor)

Upcoming Programs
(At Constant Contact unless otherwise indicated)

Wed April 2, 2014 Forum, 5:30 – 8:00 PM
Cardiac Disease: From Algorithm To Product
• Find out how novel cloud based diagnostic care allows physicians to monitor cardiac patients who are “Far & Away” from a medical treatment facility
• Hear about:
  - Implants with "onboard" diagnostics
  - Continual monitoring/reporting
  - Remote management by physicians
  - Real-time recording and diagnosis via "The Cloud"

Wed May 7, 2014 Forum, 5:30 – 8:00 PM
Medical Device Innovation Under the Affordable Care Act: Where are the Biggest Opportunities?
• What is the intent of the ACA?
• What are the results thus far & expectations for the future?
• What is the effect on medical device & life sciences areas?

Wed May 21, 2014 Networking Event, 6:00 – 8:30 PM
• MDG at TechSandBox (105b South Street, Hopkinton, MA)

Wed June 11, 2014 Special Event, 3:30 – 8:00 PM
The Year of The Brain: Advances in Imaging, Diagnostics and Therapeutic Delivery
Innovative research + Entrepreneurs = New Treatments for Neurologic Disease (At Foley Hoag Law Offices, Seaport)