How to Effectively Network in the 21st Century

Networking is not what it used to be!

Program Description

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!

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

Upcoming Events

Wed, April 6 5:30 – 8:30 PM
Med device start-ups and companies in China
(Constant Contact)

Wed, June 1 5:30 – 8:30 PM
Surgical Navigation Systems for Image Guided Surgery
(Constant Contact)
**Presenters**

**Stephen Melanson**  
President of Melanson Consulting  
(Founded in 2004)  
Stephen is a management consultant, trainer, speaker, and Verbal Branding expert. He’s also the originator of the only ‘Business Simplicity’ communications and management platform of its kind. Stephen is a service provider and educational partner to small through Fortune 500 firms and, is currently writing a second book, called Verbal Branding™ and the New Business Simplicity.

**Judy Parisella**  
Principal Cloud Marketer in Social Media & Search  
| Speaker | Trainer | 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 throughout New England on leveraging today’s emerging online marketing platform and more. More about Judy at:  
http://www.linkedin.com/in/judyparisella

**Bill Scher**  
Vice President Sandler Training/Salefish  
Bill spent over 40 years pondering the question “what would be more awesome, the Sox, or the Patriots winning a World Championship”? That having been achieved (but still maybe not 100% answered), he has been able to finally receive total consciousness. Bill has also spent over 30 years in sales, joining Sandler in 2009 from the technology sector, where he held regional sales and management positions with some of the nation’s leading enterprise systems software/services firms, selling technology solutions to Fortune-500 clients. He led the business development group at Corporate Software, achieving Presidents Club. At NAI Solutions, and Xcend Group, he was awarded Sales Star of the Year, Symantec Extra Mile awards for sales over attainment. Bill has been successfully utilizing Sandler Sales methodology over the past 16 years. In that time, he has attained Club level numerous times, and has been awarded Sandler Gold sales achievement. Bill’s areas of expertise are helping people with new business development, sales process, communications / relationship building and sales training. His clients include companies in finance, technology, manufacturing, insurance, business services, and human capital.

**Co-Moderators**

**Joe Berkowitz**  
Senior Business Development Executive  
Insperity  
Joe is an entrepreneur who has a proven track record of growing revenue by increasing sales to both new and existing customers. In his professional experience he has managed over $125 Million in P&L’s serving in roles ranging from general management to ownership.

**Michael Mills**  
Certified Professional Business Coach  
Business Coaches and Associates  
Michael recently was Vice President of Operations for a privately held company and was responsible for most areas of the business to include: strategic direction, warehousing and distribution, manufacturing and logistics, IT, HR and sales support.

**MDG Forum Fees**  
(Includes light dinner)  
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**Easy Online Registration**  
www.mdgboston.org  
(Pre-Register before April 13 & Save $10!)

**Location**  
**Constant Contact**  
1601 Trapelo Road  
Waltham, MA  
Located at Route 128/I-95, Exit 28  
Main building “under the clock”  
1st Floor