How to Effectively Network in the 21st Century

Networking is not what it used to be!

Program Description

You can find yourself at a “networking event” twice a day, six days a week, if you have the bandwidth to sustain that!

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!

Who Should Attend:

• Professionals who wants to better understand how to become a “Better Networker” when face to face with people
• People transitioning into different job who would like to learn how to Verbally Brand yourself
• Networkers who would like to learn how to “Effectively” use LinkedIn

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
Bill Scher
SMS Consulting
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.

Judy Parisell
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 platforms throughout. More about Judy at: http://www.linkedin.com/in/judyparisella

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.
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.

Michael Mills
Certified Professional Business Coach
Business Coaches and Associates
Michael Michael is Networking Co-Chair in MDG’s Program Central.
Michael began his career in finance with the Melville Corporation and transitioned his work to Stride Rite Corporation, during which he earned his MBA from Babson College and worked in operations of Stride Rite’s largest division.
Since leaving Stride Rite, Michael successfully worked to start and grow a company to $30M in four years and, most recently, Michael was Vice President of Operations for a privately held company responsible for most areas of the business to include: strategic direction, warehousing and distribution, manufacturing and logistics, IT, HR and sales support.

If you have any comments regarding this forum, please send them to MDGforums@MDGboston.org

MDG Forum Fees (Includes light dinner)

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Easy Online Registration www.mdgboston.org
(Pre-Register by April 18 & Save!)