



ACS Metro Women Chemists Committee (MWCC)
is pleased to present:

LinkedIn Fundamentals

In an increasingly competitive world it has become essential to learn to market yourself. This is critical for anyone searching for a career, in the process of changing careers, or trying to advance their career to the next level.

6:00pm: Dinner and Networking

6:30pm: Presentation by Deborah L. Smith, certified LinkedIn Instructor

Deborah Smith is a social media marketing consultant, speaker and trainer. Deborah got her start in social media 12 years ago when she launched her ecommerce business which operates a network of websites serving the Nanny Industry. She began employing email groups, chat rooms and online message boards as marketing and networking tools well before the term "Social Media" was ever conceived. When the new tools like Blogs, Twitter, Facebook and LinkedIn emerged, Deborah was an early adopter and soon mastered these tools for her own business.

The Presentation will be on using LinkedIn. LinkedIn is the most professional of all the Social Media platforms; however, it is also one of the hardest to master. In this 90 minute workshop, the basics will be covered to get you looking good and proactively using LinkedIn to develop contacts and build your brand.

8:30: a Half Hour of Q & A

Wednesday, September 29, 2010 – 6:00 PM

**Rutherford Room • Rec Center • Fairleigh Dickinson University
285 Madison Ave • Madison • NJ 07940**

The evening will include appetizers, a buffet style dinner and dessert.

Feel free to bring a bottle of wine.

An RSVP would be appreciated by September 22, 2010

The cost is \$40. Students/Unemployed \$20.

To RSVP contact Sarah Carberry: sbolton@ramapo.edu

Please also visit our website for further information: <http://www.njacs.org/metrowomen.html>