

# Madras Management Association **Presents**

## One Day Workshop

# **The Power of Linked in**



**Venue:** Madras Management Association

**Date:** 10th May 2023

**Time:** 09:45 AM to 05:00 PM

Facilitator:

**Mr. Vignesh Raja**

Business Consultant

# Brief Overview

Linkedin is a powerful social network platform exclusively built for Professionals. World over, 690 millions professional use Linkedin to grow their business, expand their professional network, establish a brand, find a new job, recruit top talent or learn a new skill. This webinar is exclusively designed for Industry Professionals who aspire to groom themselves and understand the power of Linkedin to use it for their benefit and advantage such as :

- Create a strong professional identity
- Make the right (business) connections
- Participate and contribute with insights
- Build Partnerships & expand your network
- Learn Content Marketing Strategies

# Session Content

- Why should you use LinkedIn?
- Basics of Profile Creation on LinkedIn
- Products & Features
- Create and share content
- Using LinkedIn Ads
- Using Sales Navigator
- Best Practices: Useful Tips & tricks to build a wider network for career growth and business growth
- Establish your professional brand

# Key Takeaways

- What it takes to build an Impactful Profile on LinkedIn and Network effectively
- How to find business opportunities, through LinkedIn
- Communicate effectively on LinkedIn
- Learn about the Premium Features (Businesses / Sales & Marketing / HR)
- Hands-on Workshop to develop effective content strategy and analytics
- Insight into LinkedIn Marketing / Ads etc.
- Learn Networking tips and strategies to establish credibility
- Generate targeted Leads to grow your Business
- Establish Market Linkages to enhance business collaborations / partner with companies, using business networking strategy

# For Whom

- Sales professionals
- Marketing professionals
- Business development executives
- HR managers and executives
- L & D executives
- Entrepreneurs
- Supply chain professionals
- Anyone keen to learn the applications and tools of LinkedIn

# FACILITATOR PROFILE:

- Vignesh Raja is a seasoned Business Research, Analytics & Consulting Professional, with 15+ years of Industry experience, having worked in Manufacturing, Service & e-commerce
- His interests include: Data Visualization, Data Analytics, Artificial Intelligence & Machine Learning Master of Management Studies from BITS, Pilani & Customer Analytics from Wharton University of Pennsylvania
- He was one of the elite Jury members for Singapore-India Hackathon 2019 organized by Ministry of Human Resource Development's Innovation Cell, Government of India. He has authored numerous business research reports & whitepapers, and has been quoted & featured in leading industry publications



**Mr. Vignesh Raja**



## Fee :

MMA Membership fee: ₹ 2000/- + 18% GST

## Registration :

We request you to mail the list of participants to [mma@mmachennai.org](mailto:mma@mmachennai.org)

*\*Please await our confirmation and payment advice.*

For more details and clarifications (if any), please feel free to contact :

- **Vinoth** - 6374603433
- **Gp Capt R Venkataraman (Retd)** - 9444700068

Thanks & Regards,

**Gp Capt R Vijayakumar (Retd), VSM**

Executive Director,

Madras Management Association,

New No 240, Pathari Road (Off Anna Salai)

Chennai - 600006



## MMA Social Media :



# About MMA

Madras Management Association (MMA) was established in 1956 with the prime objective of promoting management education, training and development activities in this part of the country. The vision of MMA is “To be the Fountainhead of Worldclass Management Excellence in India”.

Over the past six decades, MMA has striven for development and nurturing management expertise, combining Indian ethos with International Management thoughts and practices. MMA has contributed immensely to the enhancement of management capability in this part of the country and in particular Tamil Nadu and Puducherry. MMA has over 8000 corporate houses, industries, professionals, academics, and executives on its rolls as members. MMA annually organizes about 750 executive development activities, including seminars for top management with a total participation of fifty-nine thousand executives and entrepreneurs.

MMA is the largest affiliate association of the All India Management Association (AIMA) in the country and has been adjudged as the Best Management Association in India by AIMA Thirteen times in a row including the year 2022-23.

The activities of MMA are planned to achieve managerial excellence in the functioning of industries and professional managers in Tamil Nadu and Puducherry. In this direction, MMA chapters have been established at various towns in Tamil Nadu mainly to cater to the needs of SMEs. Nine such MMA Local Chapters at Ambur, Attur, Erode, Hosur, Namakkal, Salem, Sri City, Trichy, and Puducherry are functioning effectively.

Apart from corporate leaders, MMA has, in its Managing Committee, the Vice-Chancellors of Madras University & Anna University, the Directors of IIT Madras, IFMR, and the Chief Secretary, Government of Tamil Nadu, as members.



# MMA Management Center

