



# LinkedIn for the Leadership Team: What Questions Should You Be Asking?

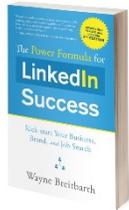
Presented by: Wayne Breitbarth, Power Formula LLC

Wednesday, November 15, 2017

7:30am Registration/Networking

8:00am – 10:00am Program

UW Oshkosh Appleton Executive Education  
Center 2323 E. Capital Drive, Appleton, WI



LinkedIn is a hot topic – white hot. You know you need to understand how it can benefit your company, but you don't have 36 hours in your day. You need a crash course! In this fast-paced presentation, Wayne Breitbarth (nationally recognized LinkedIn speaker, trainer and author) will share with you:

- An overview of LinkedIn and how it will lead to increased revenue for your company
- A detailed checklist of the questions you should be asking your Sales, Human Resources, Marketing, and Purchasing Departments
- The marketing channels available for companies on LinkedIn and tips for using them
- A summary of important corporate social media policies

Don't let your competitors get a head start on you. Discover how you can use this powerful tool TODAY!

**About our Speaker:** Wayne Breitbarth is the CEO of Power Formula LLC. and has shared his expertise with more than 80,000 business professionals through private business consulting, dynamic presentations to worldwide audiences, and his critically acclaimed book *The Power Formula for LinkedIn Success* (now in its third edition). He has been featured in *Forbes*, *Inc.*, *Wired*, and *American Express Open Forum* and seen on *NBC* and *Fox Business*.

Wayne works with companies to develop a comprehensive strategy for using LinkedIn to increase sales, raise brand awareness, recruit employees and reduce recruiting fees, and discover new markets for products and services. He shares his proven five-step process for LinkedIn results with individuals through his online course *Explode Your Revenues Using LinkedIn*. He is a CPA, received an accounting degree from the University of Wisconsin-Whitewater and an MBA from Marquette University, and has received recognition for his public service in the Milwaukee community, where he resides with his wife of 35 years.

Registration is required: [http://wfbf.uwosh.edu/Assets/programs\\_registration.php](http://wfbf.uwosh.edu/Assets/programs_registration.php)

For more information, contact Nancy Jo Dietzen, WFBF [wfbf@uwosh.edu](mailto:wfbf@uwosh.edu) or 920-424-1541

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