



# LINKEDIN MASTERCLASS

## Harness the power of the professional's platform

Friday 28th Feb 2025

**Virtual Masterclass**

1:00pm–3:00pm (AEDT) | 3:00pm–5:00pm (NZDT)

 **REGISTER NOW**

**TICKET PRICE: AU\$150**

**USE CODE: LI3103125 by 11:59PM 21st February to get your 10% early bird discount!**

LinkedIn is your living resume and this Masterclass will teach you the techniques to shine. Breaking down the components of a LinkedIn profile, you will be guided through case studies and industry best practice to improve your profile, increase your connections and find and secure partners, staff and collaborators to support your projects and career.

### Participants Will Leave the Virtual Masterclass With:

- An understanding of the importance of LinkedIn as their **living resume**
- An understanding of what components there are in a LinkedIn profile
- An understanding of **industry best practice**
- Techniques for improving their **profile**
- Techniques for increasing their **connections**
- An understanding of the importance of joining relevant **Interest Groups**
- Techniques to find and secure **mentors, advisers, funders, and partners**
- New **tips** and **tricks** to help upgrade their profile

### Who Should Attend?

This Masterclass is ideal for researchers, professional staff, students and anyone else looking to build their profile, establish professional networks and leverage the power of connections to enhance collaboration opportunities, industry engagement and the development of their own brand.

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