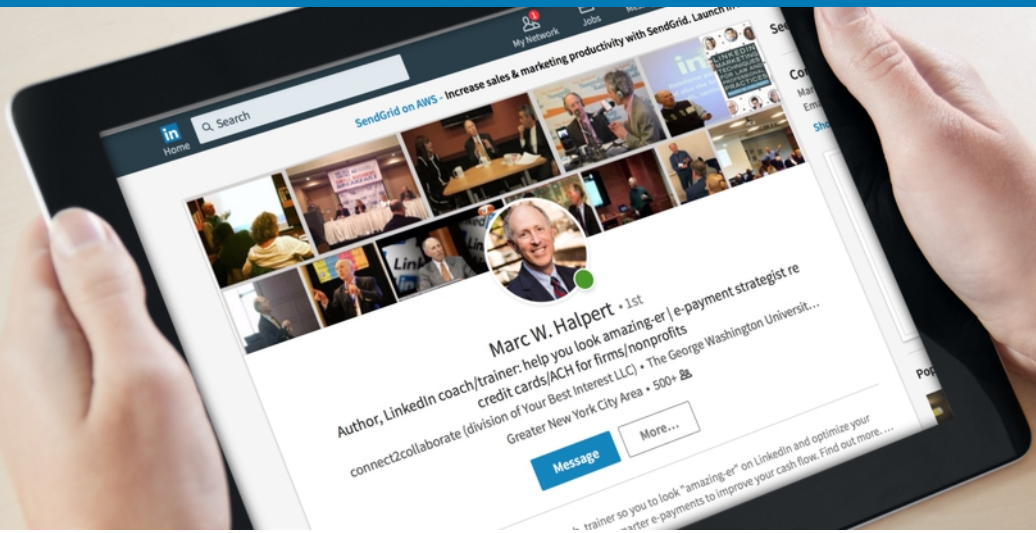


FREE WORKSHOP



LinkedIn & Video: A Winning Combination

An advanced workshop for experienced LinkedIn Users

Some stories are better shown than told. Video allows you to evoke emotion, transport viewers, teach something or share insights. People remember better when they see and hear you rather than just read your words. Learn how to expand your brand using video to tell your stories and connect with others on LinkedIn.

Come learn how to leverage video on LinkedIn to push the platform even further.. Please join LinkedIn expert, Marc Halpert and video marketing expert, David Vogel on **Tuesday, January 23rd from 6:30PM to 8:30PM** at the Greenburgh Public Library at 300 White Plains Road in Elmsford.

We will answer:

- What is LinkedIn... really?
- How to best use LinkedIn?
- Where can video be used on LinkedIn?
- How to best use video on LinkedIn?
- What is native video and how can I use it?
- How to Share Video Content
- What Are The Different Types of Videos
- How can I create your own video content ?

During the breakout session that will follow the presentation, David will be set up to provide a video demonstration and Marc will be available to give you a quick profile critique.

Sign up now at <http://tiny.cc/linkedinvideo>



Marc Halpert of connect2collaborate, spreads his LinkedIn evangelism as a trainer, coach, instructor and speaker, teaching LinkedIn best practices for self-branding. His latest book, "LinkedIn Marketing Techniques for Law and Professional Practices" was published by the American Bar Association. He contributes articles on LinkedIn techniques, and has been seen and heard on TV and radio.



David Vogel has spent over 20 years working in the film and television industries. In 2013 David launched Video SEO Pro, a video marketing agency that offers strategies to small and medium size business that leverage the power of video to increase sales. Video SEO Pro specializes in video production, video advertising, video SEO and video consulting.

Sponsored by the Greenburgh Public Library, Connect2Collaborate and Video SEO Pro