

IRPAS NETWORKING SERIES 2014

“Networking and telling your professional and corporate stories on LinkedIn”

Friday, 29 August 2014, 10:00am to 12:00pm, LinkedIn
AXA Tower, 8 Shenton Way, Singapore 068811

Dear IRPAS members,

As the Q2 reporting season draws to a close, IRPAS has partnered with LinkedIn to look at how you can leverage LinkedIn to network and further your branding efforts for both your organisation and on a personal level. As a key social media outlet for businesses, it is crucial to be in control of both your corporate and professional positioning and reputation on LinkedIn.

Roger Pua, Director, Head of Corporate Communications, and Jeanne Lee, Sales Manager, Talent Solutions, will share their thoughts on:

- a) What LinkedIn is all about
- b) Who's on LinkedIn
- c) How to brand yourself and build your professional online profile as an IRO
- d) Leveraging LinkedIn for career and business opportunities
- e) The LinkedIn etiquette for connecting and socialising

This will then be followed by an interactive session where you will be taken through key areas of your LinkedIn profile. **Please bring along your laptop for this hands-on workshop.**

Roger is a communications executive with over 15 years' international experience in driving positive brand awareness and perception. He joined LinkedIn in 2013 to lead the company's corporate communications efforts in the Asia Pacific region.

Jeanne joined LinkedIn in 2013 and works within the enterprise solutions team, helping corporations leverage on LinkedIn for talent acquisition and attraction. Prior to this, Jeanne had 7 years' solution sales experience in information services, governance risk and compliance.

Programme

10:00am	Registration and Networking
10:15am	Welcome from IRPAS Secretariat
10:20am	Opening remarks from Harold Woo, President, IRPAS
10:30am	Networking and telling your professional and corporate stories on LinkedIn by Roger Pua, Director, Head of Corporate Communications, sg.linkedin.com/in/rogerpua/ and Jeanne Lee, Sales Manager, Talent Solutions, sg.linkedin.com/in/jeanneleesg/
11:00am	Q&A
11:15am	IRPAS Announcements
11:20am	Networking
12:00pm	Event Ends

Note: This event is open to IRPAS members only and is on a first-come-first-served basis due to limited seats. Kindly RSVP to info@irpas.com by **Friday, 22 August 2014** and we will send you a confirmation email shortly.

We look forward to seeing you!

With best regards,
IRPAS

