



## The Institute of Certified Public Accountants of Cyprus (ICPAC)

### Agenda for Webinar “LINKEDIN Magic: Get Noticed, Get Clients, Get headhunted”

<b>Time / Duration</b>	<b>Session</b>
9:00 – 9:45	Understand the purpose and importance of LinkedIn in today's professional world. Key features and benefits of LinkedIn for personal branding, networking, and career growth. Setting up a compelling LinkedIn profile.
9:45 – 10:15	Crafting a powerful headline and summary that grab attention. Choosing the right profile picture and background image. Highlighting your skills, achievements, and experiences effectively. Utilizing multimedia and endorsements to enhance credibility.
<b>10:15 – 10:30</b>	<b>Coffee Break</b>
10:30 – 11:15	Strategies to expand your network and connect with the right people. Engaging with connections through meaningful interactions. Leveraging LinkedIn Groups and participating in discussions. Tips for requesting and writing impactful recommendations.
11:15 – 12:45	Strategies to increase visibility to headhunters and recruiters. Optimizing your profile for job searches. Utilizing LinkedIn's job search and application features effectively. Showcasing your skills and accomplishments to attract job offers.
12:45 – 13:00	Q&A and Interactive Session

**Duration:**

4 hours (breaks included), corresponding to 3,5 CPDs

**Instructor:** Antigoni Marinou, CEO The Rokket Project