

NETWORKING- MORE THAN JUST HANDING OUT A BUSINESS CARD!

Linda Pereira

Networking is a very popular concept today but many people are greatly unaware of how to really make this work. Creating a network of fans and champions takes time and effort and requires positioning, availability, willingness to share information, to give and take in business and to the capacity to make yourself a "need to know" person. Linda Pereira has written a very inciteful resarch paper for her PhD on how adults communicate and how to work a room and come out with business at the other end. Her company has grown on this premise and this presentation shares some of her strategies for successfully mastering this wonderful tool.

Presented also at the Mediterranean Travel Fair, the Arabian Travel Fair, the Women's Global Summit and the Iberian Association of MArketing Managers.