



**Computer Society of India, Chennai Chapter
IEEE Computer Society, Madras Chapter
IEEE Professional Communication Society, Madras Chapter
IEEE Technology Management Council, Madras Chapter**

Cordially invite you for a presentation

on

“Linked In: Enhance Your Social Media Presence And Get Found For Your Needs”

by

Mr. Raghunath Ramaswamy

Founder & CEO, Spectrum Consulting, Chennai

on Wednesday, 15th May 2013 at 6.00 p.m.

at CSI Education Directorate, Taramani, Chennai – 600113

(Situated in the opposite lane to Indira Nagar MRTS Railway Station.
About 100 meters away from the Dharmambal Women’s Polytechnic &
Opposite to the Institute of Mathematical Sciences and Institute of Hotel Management)

Mr. P. Kumar
Chairman
CSI Chennai

Mr. H.R. Mohan
Chairman
IEEE CS & PCS

Mr. K.V. Rupchand
Chairman
IEEE TMC

6.00: Tea & Fellowship :: 6.30: Presentation & Demonstrations :: 7.45: Dinner

About the presentation: Linked In emphasizes the concept of Getting Found for your needs. The presentation will touch upon the seven building blocks of Social Media and map the features of Linked In. The talk will focus primarily on two core aspects of Linked In, the importance of building an Ideal Linked In profile and follow that up with a strategy to Network. It is critical to build a Linked In profile as this is central to your Linked In experience. Traffic to your Linked In page is a function of key words. Hence the profile needs to be built since this will determine the traffic to your page. Search in Linked In is a function of your network. Unless you nurture a proper network, you may never get found for your needs. All the other features in Linked In are designed to encourage nurturing a network, so that you can get found for your needs. The speaker will also briefly touch upon the other features of Linked In.

About the Speaker: Educated in Pure Science, Mr. Raghunath Ramaswamy (Raghu) is an alumnus of DG Vaishnav College, Chennai and IIT Delhi. His professional journey had its roots in Software Development, Marketing, Sales, Operations and Recruitment for 19 years before he became an entrepreneur. Mr. Raghu is passionate about recruitment. Recruitment is an activity that has great societal impact. As an entrepreneur, he had spent a significant number of years designing and development of information systems and learning management systems, which can benefit the recruitment community. He had rolled up his sleeves, invested his money in developing, world-class products and had tried to contribute in his own small way to the recruitment community. As a professional, Mr. Raghu has been lucky to be involved in diverse areas with rich insights into business processes. His initiatives in Learning Management Systems has triggered forays into Social Media. Mr. Raghu is excited about Social Media and is in the process of re-inventing himself as a Social Media Evangelist.

While the entry to this pgm is free, PRIOR REGISTRATION IS A MUST. Pl. register at <http://goo.gl/GTzKg>