

Efficient and Successful Use of LinkedIn for TT Offices

Tuesday June 23th, 2020

Aims

The goal of this workshop is to understand the possibilities and functionalities of LinkedIn and to be able to use it successfully for TTO purposes.

Content

The course is divided in input and practical parts and shall cover the following topics:

1. Search for company contact persons:
 - How to search for commercial / technical contacts;
 - How to find interesting groups;
 - How to find suitable companies;
 - Dependence on paid / free accounts;
 - Which tools are available and how do they work.
2. Posting of technologies:
 - How to make best use of LinkedIn for technology marketing;
 - How to post on institutional / dedicated TT account / private account: what makes most sense;
 - How to design posts: text / pictures / videos / links / #;
 - How can the reach be increased
 - importance of contacts and followers;
 - How to reach specific sectors /groups of people.

Language

English.

Date

Tuesday, June 23, 2020
from 9.00 to 12.00 am.

Fee:

CHF 200 (for members only).

Location

Online Workshop
Access data for Zoom will be sent to the participants in advance.

IT Infrastructure Needed

Computer or tablet with Zoom; private LinkedIn Account.

Website

[Online workshop: Efficient and Successful Use of LinkedIn for TT Offices](#)

Course Instructor

Dominic Stöcklin, M.A. HSG,
Dominic currently works as Head of Social Media at Switzerland Tourism. He also lectures at the Zurich University of Economics and Business (HWZ), the Higher Technical School for Tourism, Die Schweizerische Journalisten-schule (MAZ) as well as the Institute for Communication & Leadership. He has proven expertise in digital communication and marketing projects.

Registration Form

Name

Organisation

Address

Phone

Email

Please send by email to switt@switt.ch. Upon receipt of the registration, you will receive a confirmation.