



Program:



Leveraging LinkedIn for Personal and Professional Growth

Join us for this engaging session with Claire Stroh Petrie where we'll discuss using LinkedIn to Leverage your personal and employer brand. Whether your goal is to attract candidates to your organization, boost sales, learn and find professional development opportunities, find a new job, (or all of them!) Claire's connect, post and engage intentionally framework will help you leverage your network and attract opportunities to yourself. We'll also talk about using LinkedIn as a learning/professional development tool, and to build relationships and network.

- 1) How to thoroughly fill out your profile and ensure it's optimized
- 2) Connect - find people to connect with and send a thoughtful connection request note
- 3) Post - create engaging content that positions you as a valuable resource for your network
- 4) And engage - primarily comment, to increase your exposure and showcase your personality and voice

Speaker: Claire Stroh Petrie, MBA, PHR, SHRM-CP



Claire Stroh Petrie, MBA, PHR, SHRM-CP, is currently the Director, Technology Talent Management at Lighthouse Technology Services and President of Claire Petrie HR & Training, LLC. She has used LinkedIn, Twitter, and networking to build her personal brand and uncover new opportunities for herself and the companies she's worked for. She's passionate about helping other professionals do the same! Claire has more than nine years of successively diverse human resources management experience with privately-owned and publicly-traded global leaders. She holds a Bachelor of Science in Business Administration with a concentration in HR from the University at Buffalo and an MBA from Niagara University. She is certified as a Professional in HR through SHRM and HRCI. Claire is an active member and blogger for SHRM, and also a member of SHRM's Emerging Professional Advisory Council. She serves as the College Relations and Emerging Professionals Director on the Buffalo Niagara Human Resources Association (BNHRA) Board of Directors and is a Board Member and Camp Counselor for Empower Camp. Claire named Alumna of the Year 2020 by the UB School of Management Career Resource Center, and a 2022 HR Impact Award Winner by Buffalo Business First.

Educational Dinner Meeting
Wednesday, October 12, 2022

The Irishman Pub and Eatery
5601 Main Street
Williamsville, NY 14221

5:00-6:00 p.m...Check-In/Networking
6:00-8:00 p.m... Dinner & Program

Dinner Entree Choices
Grilled Chicken with Irish Whiskey Glaze
Guinness Beer Battered Fish
Pasta with Roasted Vegetables

\$35.00 - Members
\$40.00 - Non-Members
\$25.00 - ISM Student Members

NEW - Please use online registration & payment:

<https://buffalo.ismworld.org>

ismbuf@ismbuffalo.com
office (716) 648-0972

Please try to reserve by Friday, Oct. 7th but check for availability.

**Please cancel if unable to attend; substitutions allowed.*

Earn (1) CEH



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WEDNESDAY - OCTOBER 19, 2022
10:00AM - 4:00PM

The Event Center - Hamburg Fairgrounds

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