

The
**Ultimate
LinkedIn
Conference
Guide**
for **Your Personal Brand**

HOW TO PACKAGE YOURSELF
FOR CONFERENCES

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Getting Started: Conferences & Your Personal Brand on LinkedIn

Getting Started

Conferences are massive networking opportunities that include:

- Industry Insights
- Partnerships
- Educational / Upskill Opportunities
- Reputation Management
- Brand Building
- Relationships
- Revenue
- Social Media & Digital Presence Boosting

Attending a conference is a great addition to your social media content. You have the opportunity to tag the host, the event sponsor, and any event attendees that you connected with.

This is your personal conference guide on how you can make the most of attending a conference and incorporating that conference into your LinkedIn content and elevate YOUR personal brand.



Chapter 1: How to Package Yourself for Conferences on LinkedIn

Your Profile, to Your Phone, to Your DMs

Your Profile

Before attending the conference, check that your profile is optimized for networking.

This includes:

- Up-to-Date Profile Picture
- Branded Banner
- Synchronized Featured Items
- Link Business Page to Profile
- Posting Strategy - Incorporate content that features the conference, that you're attending the conference, and tagging any speakers / educators that will be hosting sessions and speeches
- Customizing your profile CTA to incorporate your attendance to the conference

Ensuring that your profile is up-to-date builds into the consistency and synchronized messaging that you're brand is building on LinkedIn.

Your Phone

Before attending the conference, ensure that your phone and LinkedIn software are up-to-date so that you can utilize your LinkedIn QR Code.

- See pages 8 & 9 on how to find your QR Code
- See page 10 to learn more about your QR Code and how to optimize your QR Code at the event

Positioning your QR Code on your phone's lock screen streamlines networking opportunities, allows for faster LinkedIn connection requests, and ensures that you're prepared to share your LinkedIn profile in fast-paced networking / demonstration blocks.

Your DMs

Before attending the conference, optimize your LinkedIn DMs to promote your attendance to the conference.

Why?

Having your DMs set to automatically announce your conference attendance will:

- Create FOMO
- Announce your attendance
- Open the door for partnership opportunities while at the conference

You can utilize your DMs by incorporating a phrase like: "I'm attending (conference)! Are you?" as your DM 'Away Message'.

You can also set an 'Away Message' response that automatically responds to DMs while you're at the conference.

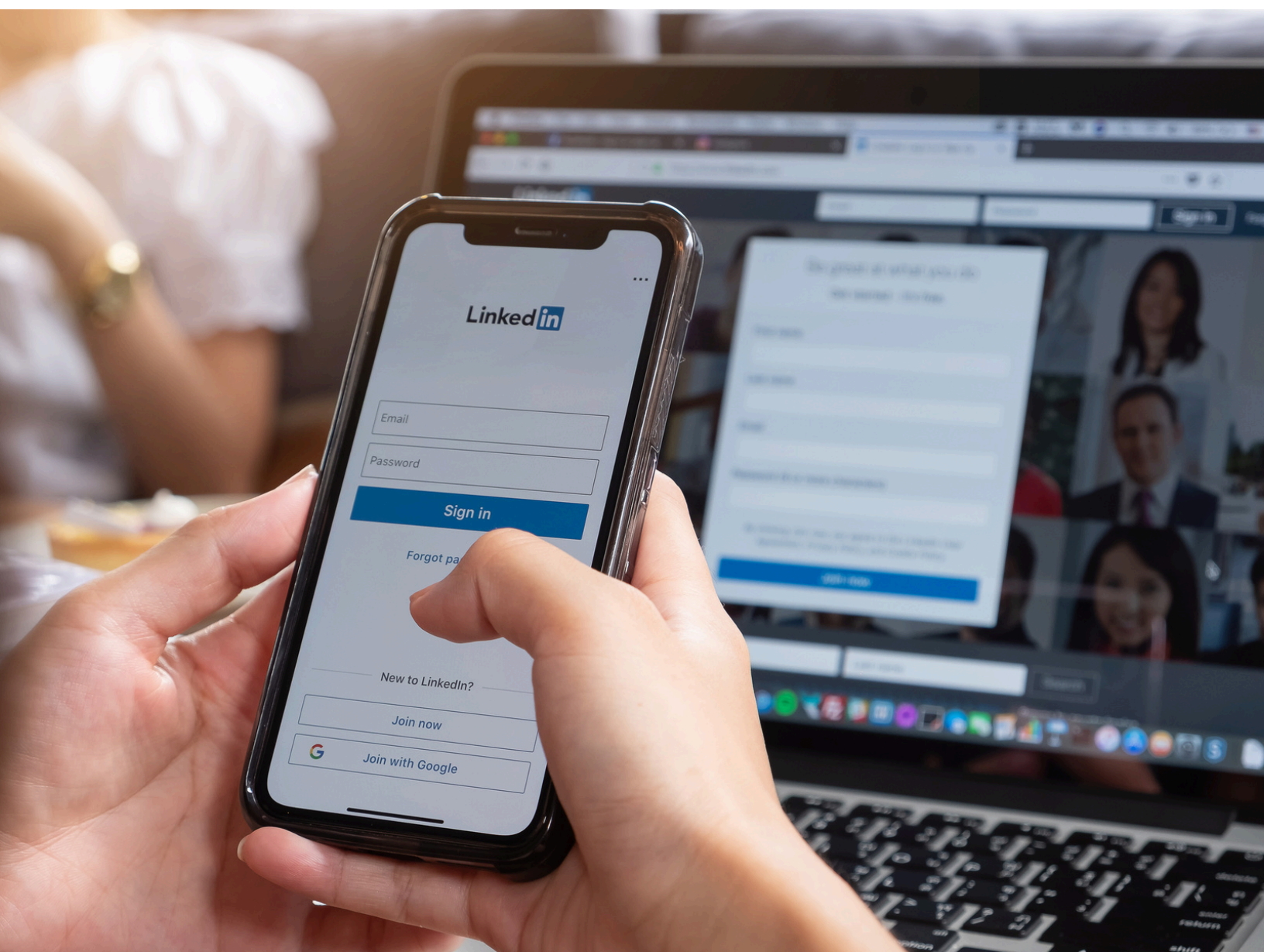
Automated LinkedIn DMs Promoting Your attendance to the Conference

LinkedIn doesn't love automation apps.

BUT you can set an automated DM response on the LinkedIn platform itself.

Note: You can only edit and set an away response on LinkedIn if you're a LinkedIn Premium member.

You can set this away message in 1 of 3 ways: Desktop, iOS, or Android.



How to Set or Edit Your Away Message (Desktop)

This Away message will not only inform those sending you a Direct Message that they can expect a delay in response to their message, but it will also inform your network (connections contacting you via DM) that you will be attending the conference.

To set up an Away message:

- Click the 'More' icon at the top of your messaging inbox.
- Select 'Set away message'.
- Switch the toggle to the right to turn On 'Away message'.
- Switch the toggle to the left to turn Off 'Away message'.
- Enter the Start and End date
- You can customize your message (optional).
- Click 'Save'.

To edit an Away message:

- Click the 'More' icon at the top of your messaging inbox.
- Select 'Edit away message'.
- Edit your message and click 'Save'.

Notes:

- Away messages are sent to the end of that day.
- Away messages can be set for a maximum of three months and a minimum of 24 hours.
- Your Away message will only be visible to your connections on direct messages, not those outside of your network, and not on group chats.

Visit LinkedIn's help desk page for iOS & Android instructions:

<https://bit.ly/3NInsjY>



LinkedIn “Away Message” DM Templates:

Short & Sweet Template:

I will be out of the office from [Date] through [Date], attending [Conference].

I will be periodically checking emails, but not immediately available.

If you need assistance during this time, please contact [Name] at [email address]

Thanks!

[Signature]

Hope to See You There Template:

Hello!

Thanks for your DM, I'm currently out of the office at [conference] and will have limited access to LinkedIn. Hope to see you there!

If you need assistance, please contact [name] at [email address].

Otherwise, I'll be back in the office on [date] and will respond to your message then.

Thanks!

[Signature]

Create FOMO Template:

Thanks for your DM, I'm currently out of the office at [conference] and I'm excited to meet [keynote speaker] and learn from [demo instructor] showcasing [conference agenda item or demo]!

If you need assistance, please contact [name] at [email address].

Otherwise, I'll be back in the office on [date] and will respond to your message then.

Thanks!

[Signature]

How to find your LinkedIn QR Code

Your LinkedIn QR code makes it easy to connect with someone offline.

Once you're connected, you can stay in touch with them on LinkedIn. This feature provides a simple and efficient way to find other LinkedIn members.

Notes:

- Each LinkedIn member has their own unique QR code.
- Make sure you've downloaded the most current version of the LinkedIn mobile app.

To find your QR code:

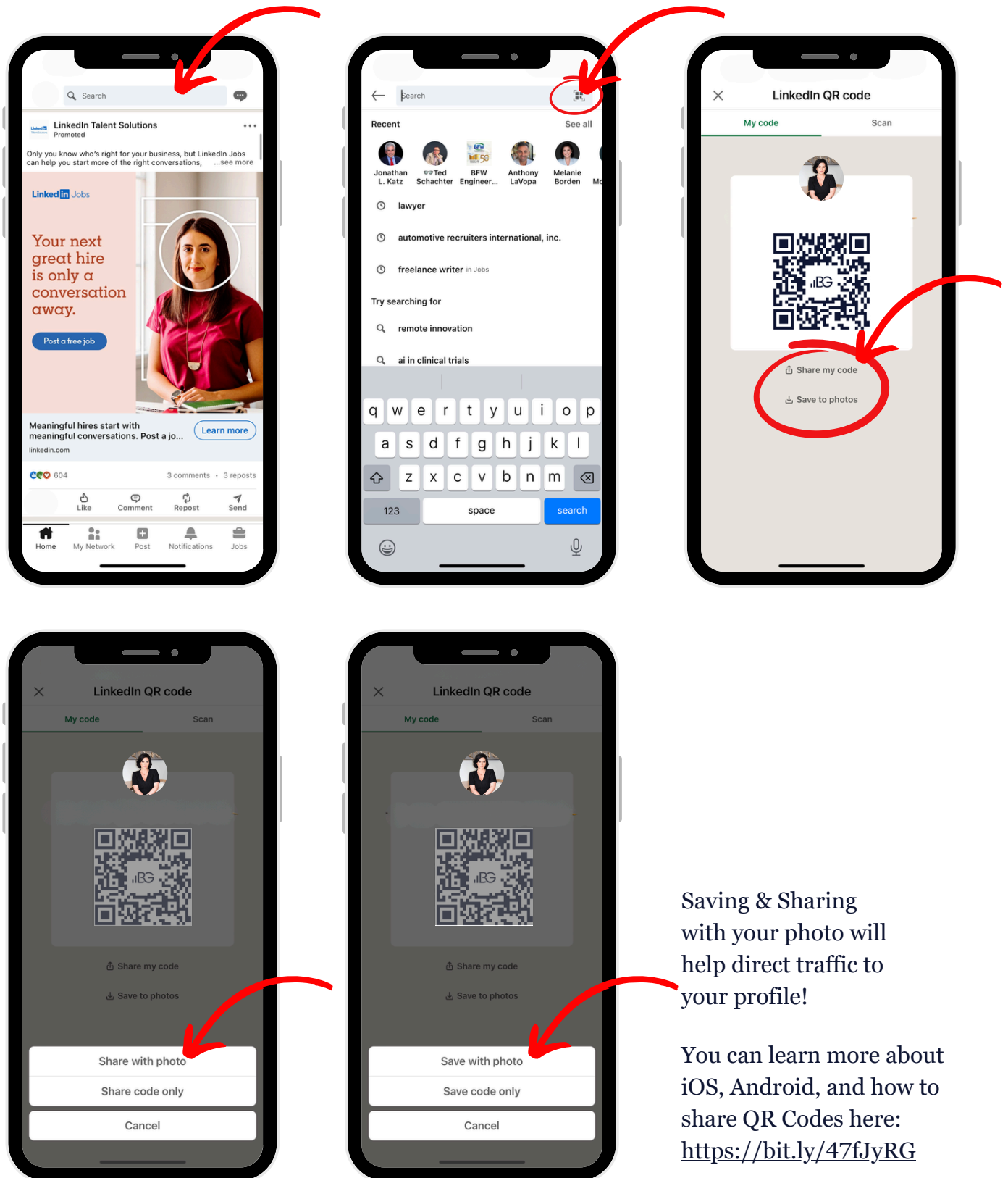
- Open the LinkedIn app on your mobile device.
- Tap the 'QR code' in the Search bar at the top of your LinkedIn homepage.
- Tap the 'My code' tab to find your QR code.
- Tap 'share my code' (you can share your QR code via message, email or other third-party apps).
- Don't forget to save a copy of your QR code to your mobile device's photo gallery.

To scan a QR code:

1. Open the LinkedIn app on your mobile device.
2. Tap the 'QR code' in the Search bar at the top of your LinkedIn homepage.
3. Tap the 'Scan' tab.
4. Hold your mobile device directly above the LinkedIn member's QR code that you'd like to connect with.
 - You can also tap Scan from photos to select a QR code that you've previously saved to your photo gallery.

Once you've scanned the QR code, you will be redirected to the member's profile.

How to find your LinkedIn QR Code



Saving & Sharing
with your photo will
help direct traffic to
your profile!

You can learn more about
iOS, Android, and how to
share QR Codes here:
<https://bit.ly/47fJyRG>

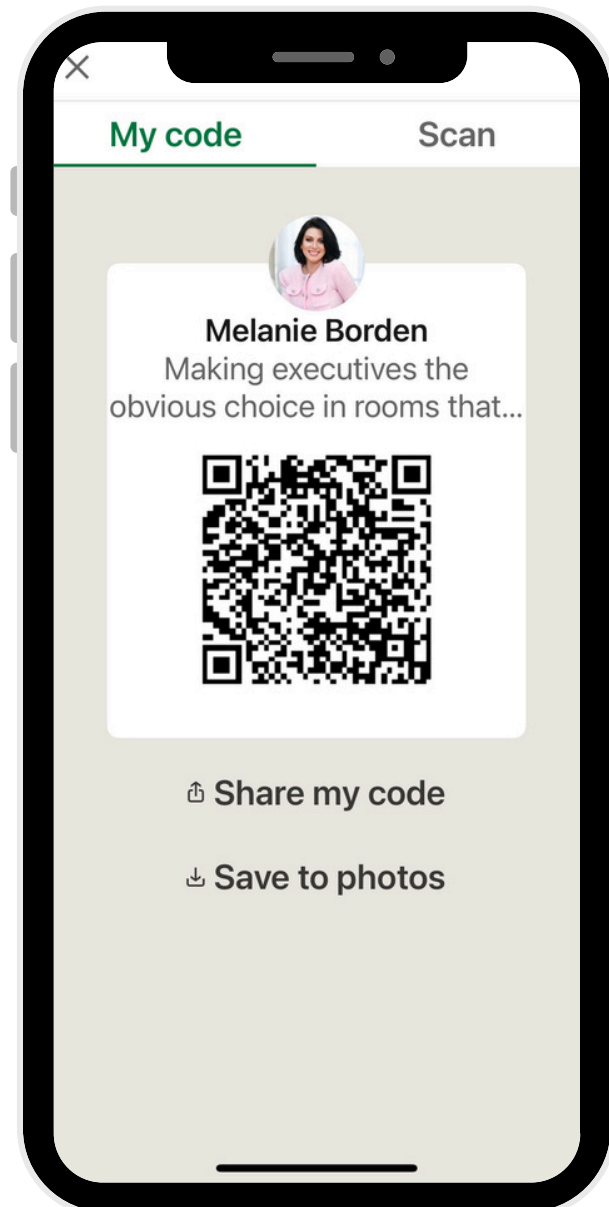
How to set your LinkedIn QR Code as your phone Lock Screen

After you save your QR code to your phone gallery, you'll can then go into your phone settings and upload that QR code image as your phone's lock screen.

This is a useful trick when attending conferences because it is an updated version of a business card!

- You don't have to search for your QR code in your gallery
- You don't have to Google how to find your LinkedIn QR code
- You don't have to go through your LinkedIn profile to find your QR code
- You can simply pull your phone up, tap your screen, and have the other attendees scan to quickly find your profile and connect with you

What we're going for with this is ease of access to streamline your connectivity and networking opportunities while attending the conference.



Quick Tips for QR Code:

- Download your QR Code to your phone
- Send your QR Code to your computer
- Open Canva
- Select the "Instagram Story" template
- Upload your QR Code to Canva
- Place your QR Code into the Instagram Story Template
- Size it to fit at the center of the Instagram Story Template
- Save Template
- Send new QR Code Template to your phone
- Set this QR Code Template as your lock screen

You did it! You're ready to go.

Optional Advanced Tips:

- Hit "Edit Photo" in Canva after uploading image
- Hit "Remove Background" to achieve a white background around your QR Code



*"Every interaction, in any form,
is branding."*

— SETH GODIN

Chapter 2:

Conference FOMO:

What Is It and How To

Create It

What is Conference FOMO?

FOMO stands for: “Fear of Missing Out.”

When applied to personal brands at conferences, it becomes the Fear of Missing Out on:

- Networking Opportunities
- Demonstrations & Learning Opportunities
- Big-Name Speakers
- Exclusive, Conference-Only Events
- Revenue Opportunities
- Education opportunities
- Media opportunities

Not attending a conference removes access to all things related to the conference.

And when you start to highlight the conference agenda, exclusive events, and big-name speakers, you start to show others what they’ll be missing out on if they don’t attend the conference too.

WHAT IS
FOMO?



F O M O

FEAR OF MISSING OUT

Scarcity Sells: Why FOMO Works for Selling Out Conferences



60% of Sales are FOMO-Based

Did you know that nearly 60% of all sales are based on FOMO Marketing?

The FOMO marketing strategy leverages the consumer's desire to jump on every opportunity and trend they can.

The idea is to convince customers: "If you don't purchase right now, you'll regret it later."
This works SO well on LinkedIn.

Make it Exclusive

Exclusivity is the best way to harness FOMO marketing when selling conference tickets. Document everything you do! You can create exclusivity by promoting others in your industry through YOUR LinkedIn page.

Make it Shareable

Everyone on LinkedIn everywhere wants to be a part of something bigger than themselves.

They want to brag about what they're doing, where they're going, and who they're doing it with.

And that includes conferences.

Create your OWN hashtag for your event, use it in your content strategy, share the @ for the conference, and consider a conference app.

Attendees will tag the conference and use the conference hashtag in their pictures, location, and copy, helping YOU become more discoverable.

Scarcity Sells: Why FOMO Works for Selling Out Conferences

Be Yourself

Your brand is uniquely yours.

Capitalize on that fact. Most aren't. They are too afraid.

Utilize your brand, your brand values, and your brand goals to promote your conference and set your personal brand apart from competitors.

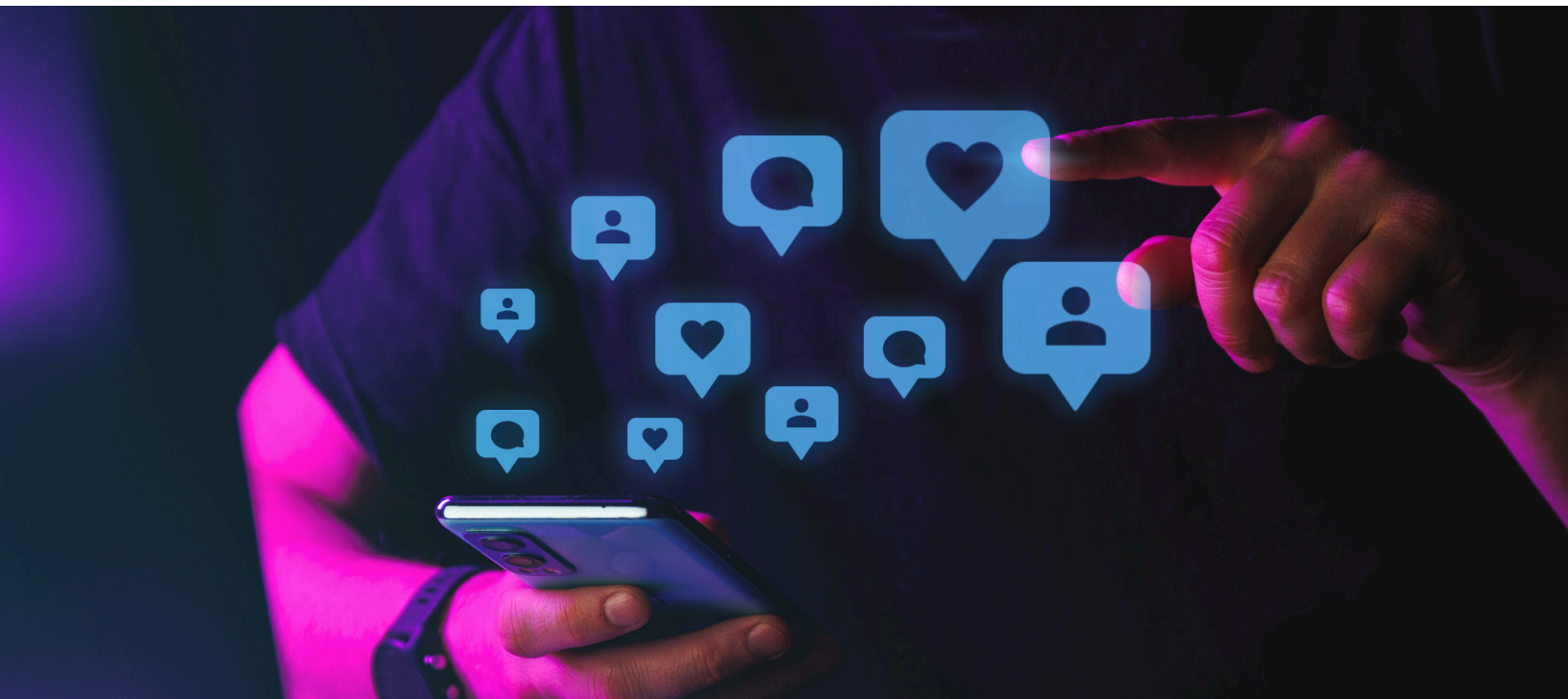
What can someone learn from you?

Offer Exclusive Value & Education

Promote the sessions you are speaking at or going to attend.

Showcase your expertise and consider adding “free” demos or learning sessions to your conference agenda so that other attendees can see the value you're offering.

Create an experience your audience won't want to miss!



Chapter 3: Content Types to Post on LinkedIn

OUR CLIENT
EUGINA JORDAN,
CMO, TELECOM
INFRA PROJECT!



Conference Content Strategy

You should set up a conference content strategy for your personal brand. This is one of our areas of expertise after helping one of our clients with their social activation for an event in the telecom industry 2 years in a row.

You think about the following:

- Your personal theme for the conference - What are you hoping to achieve from it? What do you want as an end result of the conference for YOUR business?
- Agenda topics of the conference - What are you getting to learn? What is the industry learning?
- Conference sponsors - Is your company a sponsor? Who else is attending from your organization?
- Conference speakers - Are you speaking? What topic?
- Types of content to be used - We have a great content mix to follow
- Synchronized messaging - Is your team attending?

LinkedIn Post & Nurturing Actions

When you've established your conference content strategy, another thing to consider is what you have to do from a content standpoint.

On LinkedIn, this means getting your posts to be seen by your target audience.

A few ways you can ensure optimal visibility on your conference content posts are:

- Including images and/or speaker selfies as the asset to the post
- Including branded content to promote you at the conference as the asset to the post
- Tagging speakers and sponsors in posts
- Incorporating trending hashtags that pertain to the topic of the conference
- Incorporating the conference hashtag that was created
- Commenting on your own posts with conference-related links
- Engaging with other commenters on your posts
- Liking the comments that others leave on your posts
- Liking your own posts
- Sending DMs to those who have expressed interest in your posts



Types of Content for You to Post at Conferences

In regards to your content strategy, there are specific types of posts that you can incorporate when promoting your personal brand at a conference. Figuring out what types of content to post is just another piece to the puzzle we can help you with.

These posts include the following types of content:

- Promotional
- Educational
- User Generated Content (UGC)
- Personal
- FOMO



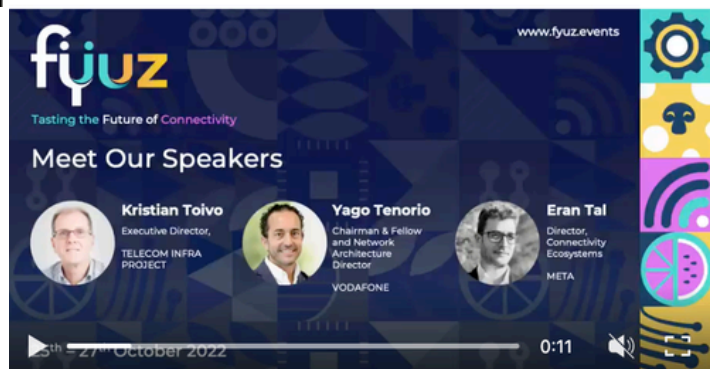
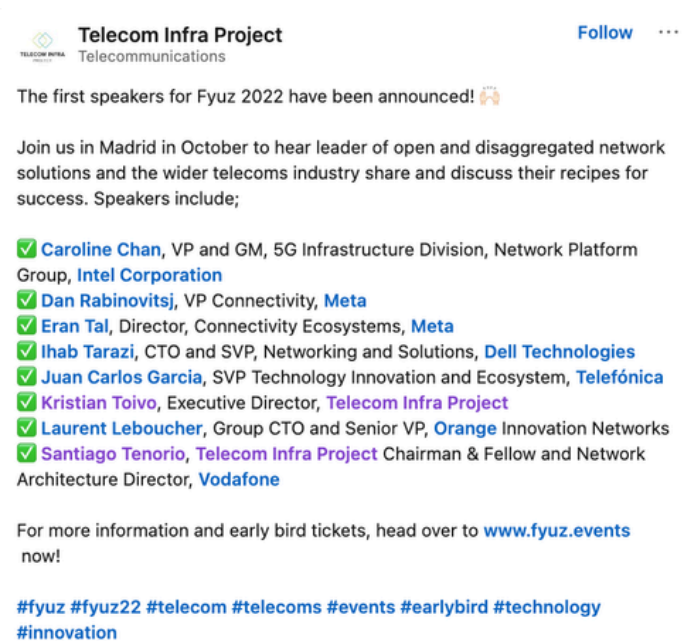
Types of Content for You to Post at Conferences

Promotional

These types of posts will essentially promote you and your business at the conference.

In these posts, you can discuss:

- Conference Speakers (tag them in the post as well)
- Sponsors and/or Partners (tag them in the post as well)
- Conference Location & Dates
- Conference Agenda
- Conference-Exclusive Events (like Happy Hours, Dinners, etc. that only attendees will have access to)
- Networking Opportunities
- Exclusive Conference Takeaways (that only attendees will be able to access)



Types of Content for You to Post at Conferences

Educational

These types of posts will showcase and highlight any and all educational content that you are learning at the conference to position you as a SME (subject matter expert).

In these posts, you can discuss:

- Conference Speakers (what they will teach/speak on) (tag the speakers)
- Educational Topics
- Educational Demos
- Networking Opportunities
- Exclusive Educational Takeaways (that only attendees will be able to access)



Kristian Toivo · 2nd
Executive Director

Follow ...

#Fyuz23 Day 2 Main Stage Sessions: Together, we grow - accelerating the adoption of open and disaggregated networks.

Join the second day, which includes discussions on how to best engage with the supply chain for open & disaggregated solutions and how to integrate and deploy the solutions efficiently.

These discussions will include contributions from:

Arnaud Schuster, Head of MTN Supply chain
Sidd Chenumolu, VP Technology, DISH Network Moderator
Ike Elliott, CableLabs
Adnan H. Zaidi, Multinet Pakistan (Private) Limited
Lloyd Mphahlele, MTN
Kelly LeBlanc, CMO, IP Infusion
Sadayuki Abeta, VP & GM of RAN Development, NTT DOCOMO
Ashish Yadav, Capgemini Engineering
Dr. Femi Adeyemi, Fujitsu
Timo Jokiahho, Red Hat
Jillian Kaplan, Dell Technologies
Caroline Chan, Intel Corporation
Ramkumar Venketaramani, VMware

Come to Fyuz to network, connect, grow, and discuss industry changes with **Telecom Infra Project** and other industry leaders.

Register: <https://bit.ly/3MybLex>

#OpenRAN

Agenda Day 2 - Seeds of change: Transforming Connectivity

The transformative power of open and disaggregated network infrastructure extends **beyond the technology** itself, impacting operational and business models alike. Embracing this change necessitates a complete paradigm shift, influencing every aspect from **procurement to deployment and maintenance**. As operators and service providers navigate these challenges, private networks and neutral networks offer captivating glimpses into the opportunities these significant changes will unlock.



Vishal Mathur · Following
Global Head of Engagement at Telecom Infra Project

#Fyuz23 Main Stage Outline:

Day 1: Together We Grow
Day 2: Seeds of Change: Transforming Connectivity
Day 3: New Fields for Innovation

What are you most excited about?

#TIP #innovation #telecoms



Types of Content for You to Post at Conferences

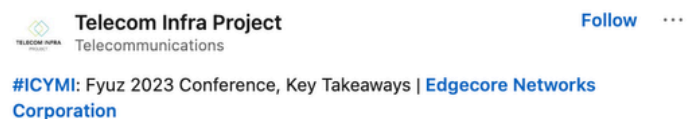
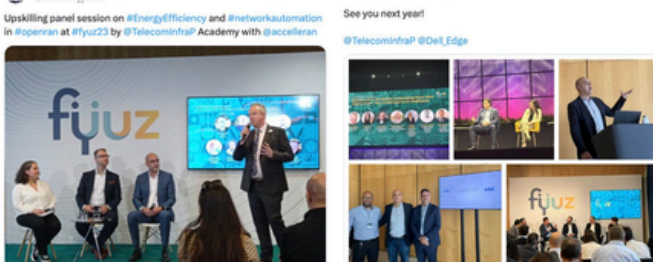
UGC

These types of posts will highlight stories about YOU from previous conferences.

These posts should include previous conference experiences and the results they were able to achieve after attending.

In these posts, you can highlight:

- Past Conference Stories from others about you
- Conference Attendees Experiences & Reviews of your Speaking or about your company, including comments, DM's and Emails.
- Share testimonials about your company from the conference



In this clip, **Eugina Jordan**, CMO, TIP, is joined by **Lucille Lu**, Senior Marketing Director, **Edgecore Networks Corporation**. She explains her key takeaways from the Fyuz 2023 event.

Fyuz24 will be in Dublin November 11-13.

Video Link: <https://lnkd.in/edqVgks4>



Fyuz 2023 Conference, Key Takeaways | Edgecore Networks
youtube.com

Types of Content for You to Post at Conferences

Personal

These types of posts will share the personal side of you and help create a human connection.

In these posts, you can discuss:

- Perspective of this year vs last year
- Why you love to travel
- Industry friends and leaders you want to connect with and see while there
- Personal impact someone has had on you
- What you have learned in the industry you are in.
- Key takeaways from last year



Eugina Jordan · 1st
CMO, TIP | Speaker | Author UNLIMITED | Diversity4Tech GLOMO Award Wi...

We've given it our all for [#Fyuz23](#), and it's clear that our journey towards gender diversity is ongoing. We've made improvements compared to last year, but there's still work to be done.

That's why, in 2023, the TIP Diversity Committee is launching two new programs to ensure we have more female speakers next year. [Jillian Kaplan](#), [Ashish Yadav](#), [Shivani Mehra](#), [Shashi Mariputtana](#), [Ana Armas](#)

I want to express our gratitude to the companies that have supported us in this mission.

With your support and dedication, we'll keep pushing for progress and positive change.

And lots of [#gratitude](#) to the incredible women who have agreed to step onto the Fyuz stage.

If you see them, you can be them; collectively, you, ladies, are inspiring the next generation of girls!

I will see you, ladies, at [#Fyuz23](#) in my signature pink :)



Eugina Jordan · 1st
CMO, TIP | Speaker | Author UNLIMITED | Diversity4Tech GLOMO Award Wi...

When people ask me:

"What has surprised you the most about working in the tech industry?"

I always say:

I surprised myself!

The opportunities are there, and just like there are musicals that say: 'don't throw away your shot,' there are a lot of shots I've given and been given in the telecom industry.

And you can't throw away those shots.

The telecom industry has many opportunities for advancement. And there are so many shots to be given in this industry.

People that join might just surprise themselves with what they can accomplish!

I was a temporary receptionist in 2001 covering someone's maternity leave – Who knew I'd be a telecom influencer 22 years later?

I'm not your regular telecom person, and sharing my personal story is seen as courageous by others.

I surprise myself by telling my story and by continuously growing in this industry.

What surprises you?

Have you surprised yourself?

[#telco](#) [#telecoms](#) [#telecominfraproject](#)

Types of Content for You to Post at Conferences

FOMO

A few great ways to create Conference FOMO are:

- Synchronized messaging on posts within your company about the event
- Promo Codes for the event
- Exclusive Access to a VIP party or Workshop
- Contests & Giveaways exclusive to the event
- LinkedIn Teaser prior to the event
- Posts Announcements 2-3 weeks prior to conference vs at the conference
- Throwbacks to last years conference



Eugina Jordan · 1st
CMO, TIP | Speaker | Author UNLIMITED | Diversity4Tech GLOMO Award Wi...

Here's what I loved about [#Fyuz22](#):

There were so many sessions that couldn't be missed!

From OpenWiFi developer forums to accelerating O-RAN adoption through open source, there was so much information, innovation, and unparalleled leadership from the telecom community that just can't go unnoticed.

Meet us in Madrid this October for live sessions that highlight telco growth and innovation at [#fyuz23](#)

[#telecominfraproject](#) [#innovate](#) [#telecom](#) [#telco](#)



Telecom Infra Project
Telecommunications

[Follow](#)

We are celebrating Women in Telecom at Fyuz!

Make sure to attend our Diversity Summit on Day 3 at 4:30 P.M. 🇺🇸

We are launching a Mentorship program and Critical Conversations webinar series! 🗣️

[#womenintech](#) [#womeninSTEM](#) [#Fyuz23](#) [#Fyuz2023](#)



Conference Post Templates for LinkedIn:

Promotional Speaker Template:

Attending [Conference] is an exceptional opportunity to connect with [industry] leaders & innovators. Plus you get to hear me speak!

When you attend, you gain direct access to not only me, but key players who are shaping the future of [industry].

My speaking engagement is going to be on [day & time]

Hope to see you there!

Register here:

Networking at [Conference] allows you to establish meaningful connections that can lead to:

- Collaborations
- Partnerships
- Investors
- Business Opportunities

What are you waiting for?

Educational Template:

[Conference] Agenda, Day 1:

On Day 1, I learned

[List Agenda items for Day 1]

I am also excited to learn more about [demo/class/breakout session] where we'll learn more about [topic/educational lesson] with @[speaker name]!

What are you excited to learn at #[conference hashtag]?

Are you here at #conference hashtag?

[Registration Link]

Conference Post Templates for LinkedIn:

UGC Template:

[Conference & Year] was amazing!

@ [Reviewer Name, title, and @company] said about our meeting:

[Insert Review/Quote]

Did you attend [Conference & Year]? #[conference hashtag]

FOMO Template:

I had the best meeting with [name and company name] at [conference & year]!

I learned 3 things from our meeting:

[Learning]

[Learning]

[Learning]

Schedule time with me to learn more about [x topic]!

Link in comments.

Did you attend [conference]?



"Get closer your customer. So close that you tell them what they need before they realize they need it themselves."

— STEVE JOBS

Chapter 4:

Additional Tactical Strategy:

Synchronized Team Messaging

How to Prepare Your Team Attending the Conference with Synchronized Message Templates

A great way to create Conference FOMO, and to build into your Conference content Strategy, is to incorporate what we call a “Synchronized Messaging Strategy.”

Synchronized Messaging is essentially what it says:

A set of content and messages that all cater to the same parameters and promote the same goal.

For instance, when promoting a conference and creating FOMO, you would create a content strategy specifically for the conference itself.

Within this strategy, you should have:

- a set of guidelines,
- a list of personal / professional goals for the conference itself,
- and strategy to highlight speakers and/or guest speakers from your company that will be in attendance to synchronize your efforts.

The content strategy and guidelines would then be helpful to the organization hosting the conference’s LinkedIn page, any executives who are also attending the conference, and any conference sponsors or partners.

This creates a network of content that all has the same goal:

Building into the FOMO.

Chapter 5:

How to Represent Your Personal Brand at Conferences

How to Represent Your Organization at Conferences

Does your company attend conferences as team?

Or do you attend conferences solo and represent the organization?

In this section, we'll discuss the steps you need to take to prepare for the conference, what you should do during the conference, and steps to take after the conference.

These are tried and true methods to ensure that you get the most out of each conference you attend.

Plus, you'll be able to take advantage of any leads you've generated and connections made as a result of attending the conference.

How to Prepare for a Conference

Set your objectives!

What is your company's goal for the conference?

Who is going?

Why are you attending?

Are you:

- Looking for leads?
- Launching a new product?
- Developing customer loyalty?
- Building new relationships with suppliers, distributors, and other stakeholders?
- Developing your brand?

Have a defined goal in mind prior to attending your conference!

3 Tips on How to Promote Your Personal Brand at a Conference

Tip 1:

Consider being a speaker.

This is a great way to get your name out there and to establish your presence as a public speaker.

It's also a great way for you to showcase your knowledge and expertise while speaking. And since you're a speaker at the conference, the conference will list you - Your PERSONAL BRAND as part of your speaker details.

Essentially offering your personal brand simply because you're a guest speaker.

Tip 2:

Use conference networking opportunities to your advantage.

Conferences aren't just mingling in crowded halls. They're learning and upskilling opportunities, they're networking opportunities, and they're thriving ecosystems of connectivity.

Take advantage of any resources offered by the conference you're attending. Download the conference app (if there is one), attend happy hours or dinners before and after the conference, and look for features that let you schedule meetings with other attendees. You can also book time slots to attend panels or seminars with speakers.

Tip 3:

Utilize LinkedIn to promote yourself and your attendance to the conference.

As we've discussed in previous chapters, promoting yourself and your attendance to the conference can pique the interest of your network, it can let you know who in your network will also be attending, and it can help create conference FOMO and opportunities for you to make new connections.

Chapter 6:

How to Make the Most Out of Attending a Conference

Networking and making a great impression at a conference is key to a successful conference.

This includes reputation management. You're essentially putting yourself and your organization on display for everyone to see – so you want to make sure that you're making a good impression on those you meet and network with while at the conference.

How to Make the Most of Your Attendance While at the Conference

Step 1: Be prepared.

Make sure you're familiar with new services, new developments, new initiatives, from your company and in the industry.

Demonstrating a deep understanding of the way your organization fits into the industry, and how you can benefit those asking questions, is key to creating a lasting impression.

Step 2: Network, network, network. Identify key people you want to meet.

Conferences are great opportunities to make connections, to meet new leads, and to generate revenue or partnerships. They're also great opportunities to meet industry professionals that you admire. Take selfies!! The LinkedIn algorithm loves them. Make sure you utilize your LinkedIn QR Code - and get as many QR Code scans as possible.

Step 3: Be enthusiastic! You're attending a conference that has unlimited networking and growth possibilities. You're there to represent your organization - whether that includes generating leads, closing sales, or meeting new partners, so keep your energy high and keep your teammates motivated!

Chapter 7: How to Network Like a Pro While Attending a Conference

Networking is one of the main reasons we attend conferences.

The right conference can be a game changer for your business.

More importantly, the right conference, networked like a pro, can become a gold mine of opportunities.

Here's a list of what the pros do before attending a conference:

- Pros look forward to conferences because they're certain they will find new business, make new partnerships, and generate interest in their organization and brand.
- Pros know exactly how to work the rooms they walk into. They're confident in their ability to walk up to a stranger and strike up a conversation.
- Pros are a magnet for business cards because they're genuine. They're not schmoozing people, they're not sleazy, they're not pompous, they're not unprofessional, they're the people everyone gravitates toward.
- Pros effortlessly manage the schedule. They make time for coffees with VIPs and key representatives from other organizations, they make it a point to meet the speakers, and they kill it with their networking prowess at happy hours and after-parties.



Network Like a Pro: 5 Tips from The Borden Group

1. Have your contact info at the ready. Whether that be your LinkedIn QR Code, your business card, your name tag or conference badge details, or cell phone number, you want to have this information quickly and readily available so that you can exchange information with as many new connections as you can.
2. If you're going in to make sales, make sure your pitch is buttoned up. Go in equipped to offer your services to others.
3. Set up a system for contact management. Chances are, you're going to meet a lot of people. Either have a system for collecting business cards, keep track of names you've connected with on LinkedIn, or keep track of LinkedIn QR Code scans you've made. This will make follow-up after the conference a whole lot easier.
4. Make sure you check out the conference agenda ahead of time. This way, you can prioritize which sessions to attend. You don't want to attend a session that you could teach yourself. Also make sure you grab a map of the conference space. If it's a big conference you don't want to rely on slow or overloaded wifi connections to try and figure out where to go.
5. Know your exit queue and your exit strategy. You don't want to keep pushing the conversation if the connection is clearly trying to end the conversation. There are many ways to notice this: body language, eye focus, responses to your statements, etc.





*"Your brand is not what you
sell."*

— JON IWATA



Chapter 8:

Tools & Resources

Tool Name	About	Website
LinkedIn QR Code	LinkedIn QR code makes it easy to connect with someone offline. Note: Screenshot your QR code and set as your phone lock screen background for ease of access.	https://bit.ly/47fJyRG
Conference App	Most conferences will host their event on an app. You can check the conference website before attending and download the app to keep track of the agenda, the speakers, and connect with others who are also utilizing the app during the conference.	Check the Conference Website you are attending
Conference Badge	Double check your information in the registration for the conference to ensure that our badge, your business, and your name will all contain the correct information and the correct spelling. Wear this badge in a visible place and utilize your badge as the badges of other attendees as conversation starters.	Check the Conference App you are attending

Chapter 9: Personal Brand Case Story - Synchronized Messaging



How Our Rapid Social Media Rollout Helped a Telecom Client Sell Out an Industry Event

The Challenge

Five weeks before hosting an industry event, this client lost their social media manager. They needed someone to deliver and execute a comprehensive strategy to promote the event, with the goals of:



Engaging with their global community to reach at least 1,500 confirmed event attendees (currently at only 60).



Increasing brand awareness via company announcements and social media promotion.



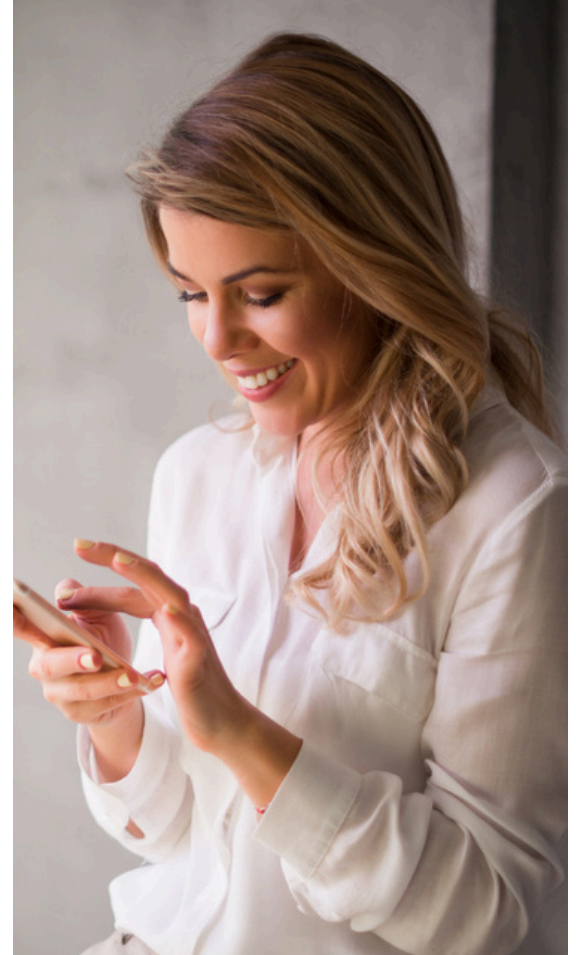
Becoming more visible in the global telecom industry.

The client reached out to us through LinkedIn because of our reputation for speed-to-market, content strategy, and customer satisfaction.

Solutions

We onboarded the client, established social media department controls, and developed communication and marketing strategies aligned with their company goals. With LinkedIn as our primary focus, we:

- Delivered a social strategy, process, and controls which launched on the company's LinkedIn, Twitter, and LinkedIn Executive handles within a week.
- Posted content on their company's LinkedIn page 2-5 times per day, 6-7 days per week.
- Involved four executives at the firm, posting on their accounts 2 times per week.



About Our Client*

The featured client in this case study is a global community of companies and organizations that work together to accelerate the development and deployment of open, disaggregated, and standards-based technology solutions worldwide.

*Client name redacted for confidentiality purposes

About The Borden Group

The Borden Group is a leading marketing consulting agency that works with businesses and executive teams on LinkedIn to increase their reach, impact, and brand marketing effectiveness.

 www.humantobrand.com

 hello@melanieborden.com

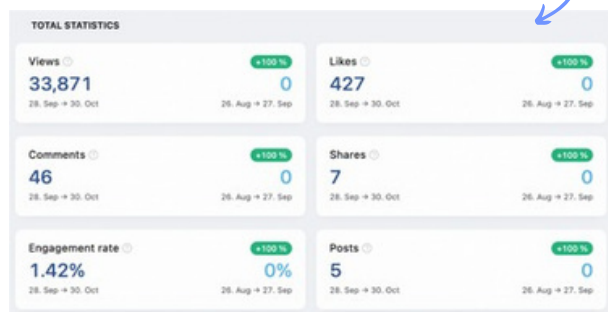
Results

Throughout the next month-plus, we delivered tremendous short-term impact to help our client establish their voice in the telecom industry, and made their event a bonafide success.

For the executives we generated content for:



388% increase in views
Executive 1



427% increase in views
Executive 2



100% increase in views
Executive 3



Slight change,
already active
Executive 4

1,665

event registrants

600K

overall social views

155

event hashtag followers

150%

increase in LinkedIn
followers MoM

20%

increase increase in
Twitter followers



We hired Melanie Borden's team to drive awareness & attendance for the tradeshow we were organizing. The agency led the company's & 4 executives' social media strategy. As a result, we saw a tremendous increase in event attendance & sponsor satisfaction. We also saw an increase in followers & engagement on all channels. Melanie & her team went above & beyond to meet all needs, while their responsiveness, organizational skills, professionalism, & ability to deliver made them a reliable partner."

Eugina, CMO



www.humantobrand.com



Meet Melanie Borden

Founder, The Borden Group

Where it all began

Visibility isn't luck — it's strategy. I build visible leaders and trusted brands that drive credibility, opportunity, and growth. Hi, I'm Melanie. Not too long ago, everyone around me was losing their job, and I didn't know where I'd turn if I lost mine. So, I turned online. Today, I help professionals, founders and executives stop underestimating the value of what they know and turn their real expertise into searchable, trusted authority by structuring their thinking so it's understood by both people and AI. I've been recognized on Favikon's Top 200 LinkedIn Creator List and Sales Intel's Top 300 Women Making an Impact in B2B SaaS. Seen in places like Entrepreneur, LA Weekly, New York City Biz List, New York Weekly, and The Wall Street Journal. I'd spent years in sales and marketing building for tech companies, retail brands, and high-growth startups, so I leveraged those same frameworks to build my own. It worked. I grew my visibility, reach, and revenue — and discovered that building an executive brand isn't about vanity. partner with professionals, executives, founders, nonprofits, and leadership teams across industries — from emerging tech to investor-backed enterprises — to build executive visibility systems that generate measurable business outcomes.



What we do at The Borden Group is a full-scale visibility and go-to-market strategy — grounded in lived experience — that combines strategy, creative, and execution. Today, visibility is decided by both people and machines. I integrate an AI-first layer into every engagement so your expertise is findable wherever decisions start. We partner best with teams ready to move fast, stay consistent, and translate brand presence into pipeline results. If you're a professional, founder, operator, or investor ready to grow your company and your credibility, let's connect.

For more insights and resources, visit my website at www.humantobrand.com or www.melanieborden.com