

Spring 2013 Entrepreneurship Speaker Series

The Advanced Technology & Manufacturing Center (ATMC) of the University of Massachusetts Dartmouth presents:

“Networking to Grow- Using Professional Organizations to grow and market your small business”



By: Paul R. Hutchinson (Hutchinson Consulting)

Wednesday, May 8, 2013 (12:00 PM-1:30 PM)

@ ATMC, 151 Martine Street Fall River MA 02723

Business owners need to learn how to stand out from the crowd and leverage their investments of time and money in order to build and nurture close relationships with key influencers. They need to be strategic in identifying and selecting the right organizations to join while they plan their active involvement on the right committees and task forces in order to showcase their skills and abilities. As an individual's professional network increases, they attract the attention of others who can in turn become new clients, referrals, advocates, and sponsors. They can become champions and sources of professional support and information.

In this workshop attendees will learn how to:

- Be strategic in selecting the right professional organizations to join;
- Participate in the right activities, committees, and task forces;
- Build their network of key influencers and create stronger relationships;
- Showcase their skills and abilities.

It's not a new concept to develop personal relationships and leverage your contacts within organizations, but some of the rules of engagement have changed and now with social media, it's important to become visible and searchable by others.

This workshop is taught by **Paul R. Hutchinson**, consultant to business owners, new entrepreneurs, non-profits and professional associations and individuals for over 20 years. Paul specializes in sales strategy, sales training/coaching and sales process improvement. A graduate of the Rochester Institute of Technology in New York, Paul currently serves on the advisory board of The **Merrimack Valley Small Business Center**. He is a member of the **IEEE Boston section** where he has offered other workshops on sales.

For RSVP to this FREE event please contact:

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