

“THE CONNECTING MINDSET”

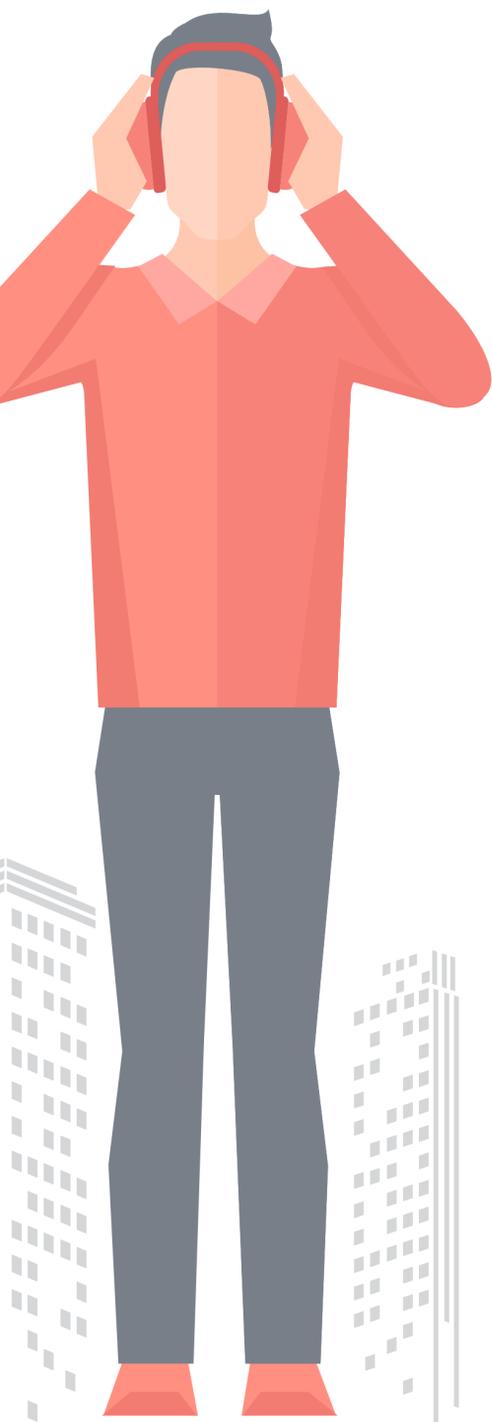
SCOTT GERBER



Scott Gerber is CEO of The Community Company, the founder of YEC and Forbes Councils, as well as a talented speaker and author. Scott has been featured by almost every major news organization, and has been honored by NASDAQ and the White House.

Scott Gerber is CEO of The Community Company, an organization that builds and manages community-driven programs for media companies and global brands. He is the founder of YEC, an invitation-only organization comprised of the world's most successful young entrepreneurs, and Forbes Councils, a collective of invitation-only organizations for world-class executives. He is also sought-after speaker, the co-author of Superconnector, author of Never Get a “Real” Job and an Adweek contributor. Scott has been featured in the New York Times, Wall Street Journal, Washington Post, Bloomberg, Fortune, TIME, CNN, MSNBC, CNBC, Reuters, Mashable, BBC, NPR, Forbes, The Daily Beast, CBS News, US News & World Report, Fox News, Inc. and Entrepreneur, and has been honored by NASDAQ and the White House.

TODAY'S SUBJECTS



The inspiration a process behind Scott's book, Superconnector



Common threads amongst superconnectors



The things that hold people back while trying to network



The golden rule of networking – follow up and follow through



LinkedIn etiquette



Methods and strategies for hosting your own event



Scott's biggest influences



Ways improve your networking skillset



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