

From Networking to Brainsworking - 4 stages of successful Business Networking

23 January, 2008

7:00 pm to 9:30 pm

Speaker Meeting

All professional women welcome whether members or guests

Wednesday, January 23 2008, 7-9.30 p.m.

Selma Prodanovic, pioneer Chief Networking Officer and founder of Brainswork, presents “From Networking to Brainsworking - 4 stages of successful Business Networking”

Networking is the buzz word in the new century. The number of on-line networks, business clubs, and networking events is growing at a fascinating speed. A whole new business sector is developing, and we move from an information society to a networked society.

Confronted with 1,500 branding messages every day, we use our formal and informal network to make a decision; be it buying a car, picking the right school for our kids or checking a reference for a potential employee. However, still only 27% of Austrian women see networking as an essential tool for their careers. How many do you guess we will find in other countries?

Professional networking doesn't mean the permanent search for new contacts, and our existing network is much broader than we think. But it is really important to realize in which networking-stage someone currently is – from unconscious up to en masse and goal-oriented to the point of brainsworking.

The last stage is already about ambitious aims like the realization of visions. Networking is not about collecting business cards, it is about human relations, about pursuing common interests and the use of synergies.

Selma Prodanovic is the pioneer Chief Networking Officer (CNO) worldwide, founder of [Brainswork](#) Topmanagement-Consultant, respected expert in the networking community and holder of the “Austrian Woman Award 2006” for her innovative approach to business. She is a specialist for strategic marketing and networking, with 18 years of professional experience in new business development in Central and South-Eastern Europe. The creative entrepreneur trains and advises network members, teaches networking and has internationally authored texts on the importance and effects of networking, particularly on the relation of entrepreneurship, innovation and diversity. She is – amongst others – active long-term member of WCN Austria and hence EPWN, furthermore former member of the WCN steering committee.

Cocktails 7-8 p.m. / Presentation 8-9.30 p.m.

Starhotel Rosa, Via Pattari 5 (MM Duomo)

Free for members, €20 for guests, payable by cash at the event

Members: please [register your attendance](#) in the calendar section of EuropeanPWN <europeanpwn.net>.

For guest reservations, or additional information, please contact speakers@pwa-milan.org.

January 6, 2008 | Filed Under [PWA Events](#), [Speaker Meetings](#)