

Parla il Networking?

As a long term member of WCN, and EPWN, currently engaged in a research for EPWN, I was very proud to be invited by PWA Milan, the Professional Women Association Milan to talk about networking and to share my experience with them. And this is exactly the meaning of a network - exchanging knowledge with other members and supporting each other. Why asking an external person when you could get help within the network?

I was glad to see that a lot of women (members and non-members) are interested in networking, not only for their individual development but also for the advancement of their companies. I got to know interesting, powerful women I will stay in contact with. Some attendees have already contacted me concerning cooperation and business ideas.

Furthermore the event had various feedbacks from the media which was good PR for the network. Each journalist had free entrance and received an EPWN book as a present. There has already been published an article in the newspapers "Il Sole 24 Ore", two others (Elle Italia and Il Mondo) are coming out soon.

PWA MILAN, JANUARY 2008

