



## Who Knew?

“Because when we know better, we do better!”

**Who Knew?** is a partnership event between the presenter and Heart of Networking.

Think “lunch & learn” or information session

- ♥ On Zoom
- ♥ One hour in length

### **The VIP presenter is expected to:**

- ♥ choose the topic and prepare the presentation in a way that engages the listener (pro tip: edutainment is always more memorable than an infomercial)
- ♥ discuss the date and time of day they would prefer. It’s the presenter’s choice, with the understanding that it must fit within the HofN schedule.
- ♥ provide their profile pic, the title of their presentation, a brief overview and a speaker bio at least 30 days prior to the event
- ♥ join the Zoom room at least 15 minutes before start time for tech check.
- ♥ market the event through their own social channels, newsletter and/or calendar posts

### **Heart of Networking is expected to:**

- ♥ create the HofN branded image for marketing
- ♥ post the event on the HofN events calendar in time for it to be included in the Member’s Heartbeat newsletter.
- ♥ create both a Facebook and a LinkedIn event
- ♥ market the event through their own social channels
- ♥ provide the emails of those attending (with their permission) to the presenter.

### **Why do we offer this benefit to our VIP members?**

- ♥ This is an opportunity for fellow members to get to know the presenter on a deeper level – not just what she does, but why she does it and why she is so passionate about her business
- ♥ It’s an opportunity for a deeper understanding for those interested in this particular product or service for their own use
- ♥ It’s an opportunity for a deeper understanding for true networkers to become ambassadors for this VIP. When we have a deeper understanding, we have a much clearer picture of who to refer.
- ♥ It’s an opportunity for those not yet familiar (ie the presenters connections) with Heart of Networking to learn about this Community. If interested, they will be offered an opportunity to visit a networking event on a complimentary ticket.

**A VIP Member wishing to deliver a Who Knew? Session should contact Marlene directly to discuss the details [marlene.a.marco@gmail.com](mailto:marlene.a.marco@gmail.com)**

