

General Data Protection Regulation

Goes live May, 25th 2018



What is GDPR?

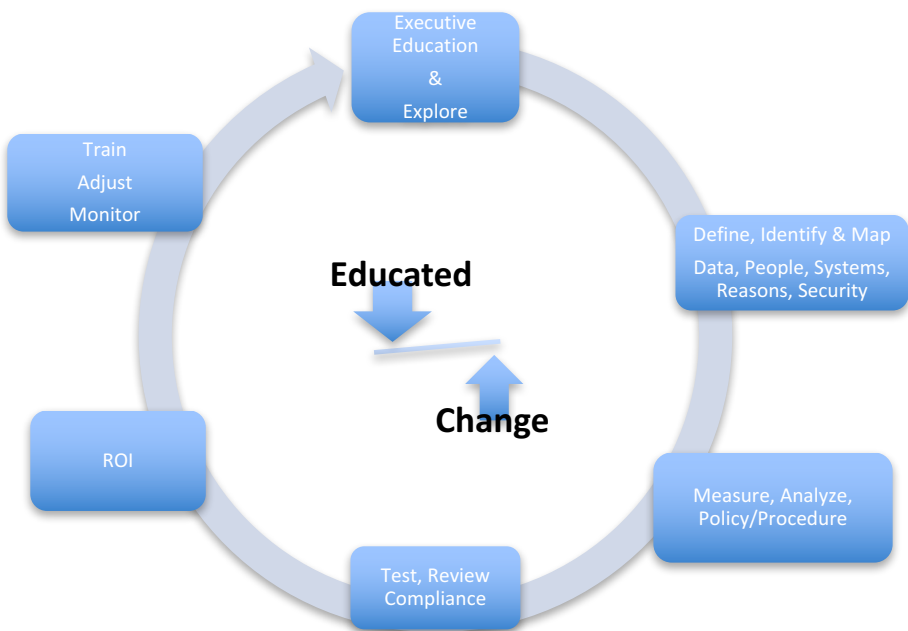
- ✓ **GDPR:** The General Data Protection Regulation – An EU regulation to protect personal data of people working and living in Europe. The regulation is for those who collect and process data of Europeans.
- ✓ **GDPR Risk:** Non-compliance can result in penalties up to €20 million or the greater of 4% of the worldwide annual revenue.
- ✓ **Social Selling:** Using social media to sell - without selling. This is an acquired skill but a critical one to master if you want to use social media effectively for business development. We introduce the concept of “Pre-suasion” as a key technique in this process.
- ✓ **Social Selling Benefit:** According to LinkedIn research, you have a 78% advantage over those not using Social Selling techniques.

The Educated Change 60 Day GDPR & Social Selling Program

Educated Change is a company that deals with social selling and vast amounts of data. In our concern for your customers data we have crossed the GDPR void with a process that we now use to help companies effectively and efficiently achieve GDPR compliance and Social Selling Mastery.

The process is based on the best practices of the world’s largest network of GDPR professionals who all bring practical and implementable suggestions to this GDPR compliance process. In Social Selling and GDPR your people and processes will change, it as much about shifting your mindset as it is about regulations. This program will help your company get value from the implementation of these changes in 60 days.

We will recommend a phased timeline which will allow you to progress at your pace and at each step change depending on the context and complexity of your organization. The steps help you identify key business domains, data, processes, systems, applications and stakeholders that are impacted by GDPR. Moreover, the team provides guidelines on how to effectively turn GDPR related business and legal challenges into opportunities to maximize business value from the work you will put into this.





Navigating your Way Through the Fines, Hype and ROI

GDPR and Social Selling: What should executives be doing now for the May 2018 regulations? Explore a process that allows your social selling program to deliver the 78% advantage while operating within the constraints of GDPR.

Attendees: Executives who want to understand GDPR and Social Selling. Executives from sales, consulting, customer service, telemarketing, employee engagement, social selling, sales enablement, innovation, CMO, CTO ... it is time to understand how GDPR will help or hurt your sales performance.

Where: London, Manchester, Edinburgh, Paris, Munich, Dublin, Amsterdam, Milan, NYC

When: 8:30am - 10:30am (dates to be confirmed)

Cost: Free to qualified attendees

Seminar Agenda

- ✓ Basics of GDPR
- ✓ Basics of Social Selling
- ✓ 7 habits of social selling post GDPR - making data and European regulations work
- ✓ Keeping GDPR simple
- ✓ A multinational case study
- ✓ Local Experts provide top GDPR tips and tricks -see local listing for names
- ✓ Local Experts provide top Social Selling tips and tricks
- ✓ Roundtable discussion and networking

Contact us

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