



# elevate

Connect Better. Succeed Faster!



## You know it's important to build a strong network to succeed - the question is, HOW?

We've all heard the old cliché "It's not what you know; it's who you know and who knows you." So why is it that some people seem to know everyone, but so far 'networking' hasn't worked for you?

People will tell you to get "out-there" to meet new people so you can grow revenue or find your next great job, but HOW do you get started? WHERE do you go? Once you're there, WHAT do you do so you're not just collecting a stack of business cards?

Networking expert Allison Graham will show you how to build your ultimate network by turning those casual business card contacts into lucrative long-term relationships.

Whether you want to expand your circles of influence, increase your sales, raise money for charity or elevate your personal or business profile in the community, Allison's trademarked step-by-step formula gives you realistic, tangible action plans to accomplish your objectives.

## CREATE BUZZ. ATTRACT REFERRALS. GENERATE LOYALTY. AND FORGET THE 30-SECOND ELEVATOR PITCH FOREVER!

*Your audience will be entertained and inspired as Allison strips away the anxieties and misconceptions surrounding networking. Her down-to-earth style and motivating stories illustrate that anyone can learn how to build their own ultimate network.*

### Business Networking to Survive the Tough Economy

With today's changing economy, professionals need to maximize their networking efforts more than ever. Creating and deepening professional relationships is essential to set yourself apart from your competition. We'll walk through some strategies for you to do just that!

### 7 Steps to Maximize Networking to Land Your Dream Job

When it comes to finding a job in today's economy, submitting resumes online isn't going to cut it. You need to tap into your network to get your name to the top of the resume pile. Not sure where to start? This program walks you through the steps that will make your networking efforts work - and get you back to work!

### Business Cards to Business Relationships

Building a network that you can tap into takes effort, but it'll be well worth it when you're reaping the rewards. In this program, Allison will uncover some of the classic mistakes professionals make and give you some tips you can use today to maximize tomorrow.

### Connecting the Dots: How to Tap into Your Business Network

It's one thing to have a lot of contacts, it's quite another to be able to turn those contacts into long-term mutually beneficial business relationships. We will explore options that will ensure your contacts are thinking of you first, not your competition.



To create buzz, attract referrals, generate loyalty and build your ultimate network, book Allison Graham today!

519.851.9275

[www.elevatebiz.ca](http://www.elevatebiz.ca)

"Allison's wit, articulate advice and practical solutions make her one of the most impactful speakers I've heard."

 **Sharon L. Berman**  
Insurance Advisor

"I don't have enough 'raving' words to express our gratitude and enjoyment for your after-dinner keynote. You were humorous, thought provoking, engaging and informative."

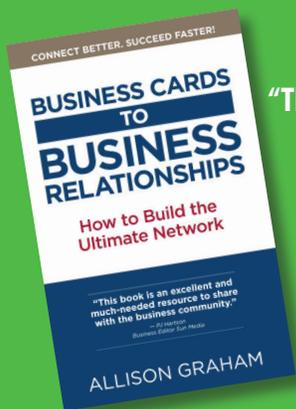
 **Nicole Pressey**  
Executive Director,  
Aylmer Chamber of Commerce

"Allison has the ability to engage her audience with tremendous humour while offering great analogies, stories and insights that really stick."

 **Jodi Simpson**  
Director, Programs  
TechAlliance

## Partial Client List

- BMO Nesbitt Burns
- Ernst & Young
- TD Financial Group
- Brescia University College
- St. John's Ambulance
- Junior Achievement



"This book is a **MUST READ** for professionals."  
- Dave Sanderson  
Vice-President  
BMO Nesbitt Burns

# allison graham

Allison Graham is the force behind Elevate Seminars + Strategic Development Inc.; a unique business strategy company that teaches professionals how to develop valuable business relationships from casual business card contacts.

As a national newspaper columnist, television correspondent for Today's Woman, radio show host and editorial board member for The London Free Press, Allison has attended hundreds of events and interacted with thousands of people, witnessing first-hand, the good, the bad and the unmentionable when it comes to business networking.

Allison's latest book, "Business Cards to Business Networks: How to Build the Ultimate Network" is the culmination of her personal experience and detailed study on the critical role networking plays in business and acts as an action plan for success in business networking for any professional.

As a sought-after keynote speaker, workshop leader and private executive coach, Allison teaches professionals to grow their circles of influence and elevate their bottom line by catapulting their business networking skills. By sharing inspiring stories and applicable skills from her diverse experiences in the media, political, business and charitable sectors; Allison is a guaranteed hit with audiences of any career profile.

As an active member of the community Allison has been involved with several organizations, including the London Club where she was the youngest board member in the club's 127-year history. She was also a founding member of the Tech Alliance Emerging Leaders steering committee, which focused on attracting and retaining the under-40 demographic in the city of London.

Currently Allison serves on the St John Ambulance board of directors and has worked with several charitable organizations including the Salvation Army Red Shield Appeal, Wrap Around London, Orchestra London & King's University College Foundation. She was also the founding Executive Director of Hope's Garden, an Eating Disorders Support and Resource Centre.

