

NEWS RELEASE

Wilfrid Laurier
University



Donna Messer will outline The Art of Networking at Laurier *President and managing editor to deliver first address of new annual event*

For Immediate Release

June 10, 2002

55-02

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WATERLOO – The president of ConnectUs Communications Inc. and managing editor of BusinessWoman Canada will outline the value of networking in a speech to students and alumni of graduate programs offered by the school of business and economics (SBE) at Wilfrid Laurier University. Donna Messer will deliver The Art of Networking on Wednesday, June 12.

Messer's presentation is the inaugural address of a new event – the MBA and master of arts in business and economics (MABE) student and alumni networking event. The annual event is designed to celebrate the success and diversity of Laurier's MBA and MABE graduates in a venue designed to foster future business contacts and opportunities.

“This is an excellent opportunity for students and alumni to come together and learn from one another while enhancing their networking skills,” says Robin Reid, employment advisor of graduate programs for the SBE. “Successful networking can have a significant impact on business relationships and is an important skill for enhancing career development.”

Scott Carson, dean of the SBE, will welcome alumni and students. A reception will follow Messer's presentation, allowing alumni and students to practice their new networking skills and share industry knowledge and experience.

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– Messer speaks at Laurier / 2 –

The event will begin at 3 p.m. at the Aird Centre Foyer, where alumni and students will register and mingle. Messer will begin speaking at 4 p.m. in the Maureen Forrester Recital Hall. The reception follows at 5:30 p.m.

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