

22<sup>nd</sup> May Charles D.A. Ruffolo - MPA, The NetworKing in Enschede!



## Would you like to enhance your knowledge how to activate your Network and discover the role that the Social World can play?

On Tuesday, 22nd May 2012, Charles Ruffolo, The NetworKing, Professional Networker, Trainer, Speaker, Author and Publisher, will be presenting again two inspiring Network Training sessions in Enschede, in cooperation with Anne Marie Westra from EPLÚ Management Support, Projects & Events, Communications and Marketing.

Networking is a philosophy of life. A philosophy, based upon trust, respect, honesty, integrity and achieving things with a lot of enthusiasm. It's an art of communicating with and influencing people while listening to their wishes and needs. It is pure and practical and it works.

The possibility to activate your Network makes the difference. How do you manage your Network for you to work? What does it take to energize it? The training **Activating Your Network** focuses how to activate your Network for success.

The Social World; today it's almost impossible not to hear, read or see anything about it. The training **Network Your Way In The Social World** focuses on the basic requirements how to pursue a successful Network and how to put these requirements into practice in the Social World.

## TRAINING PROGRAM

The training program of Charles Ruffolo & Anne Marie Westra, held this Spring in Enschede again, contains two training sessions, that can be attended combined or separately.

### **NETWORK YOUR WAY IN THE SOCIAL WORLD**

Date            Tuesday 22<sup>nd</sup> May 2012  
Time            09.30 - 13.00 hours (incl. break)  
Location       Enschede, Hampshire Hotel De Broeierd  
Costs           \* € 50,--, excl. VAT, incl. the 'Ruffle  
                     Shuffle' NetworKing card game



In this training, Charles Ruffolo and Anne Marie Westra will be together on stage. Based on his five basic principles of Networking, Charles Ruffolo will motivate you how to effectively Network, by using the tools you already have. By using her own personal experiences, Anne Marie Westra will show you how to use these same tools in the Social World, to market, advertise and promote yourself, your company or your product.

### **Training Network Your Way In The Social World**

09.15 - 09.30	Reception
09.30 - 09.40	Welcome and introduction
09.40 - 11.00	Theory Network Your Way In The Social World
11.00 - 11.15	Break
11.15 - 12.00	Network Your Way In The Social World in action (exercises, interviews)
12.00 - 12.40	Network Your Way In The Social World with the 'Ruffle Shuffle' NetworKing card game
12.40 - 12.55	Questions and answers
12.55 - 13.00	Closing

## ACTIVATING YOUR NETWORK

Date Tuesday, 22nd May 2012  
Time 14.00 - 17.30 hours (incl. break)  
Location Enschede, Hampshire Hotel De Broeierd  
Costs \* € 50,--, excl. VAT, incl. the 'Ruffle Shuffle'  
Networking card game

This training focuses on, after you established your Network, how to properly activate your relationships to get the most of your Network.

### Training Activating Your Network

13.45 - 14.00	Reception
14.00 - 14.10	Welcome and introduction
14.10 - 15.20	Activating Your Network Theory
15.20 - 15.35	Break
15.35 - 16.25	Activating Your Network (exercises, interviews)
16.25 - 17.15	Activating Your Network with the 'Ruffle Shuffle' Networking card game
17.15 - 17.25	Questions and answers
17.25 - 17.30	Closing



Get inspired and enthused and register for these professional Networking Training from Charles Ruffolo and Anne Marie Westra through

[http://www.thenetworking.com/events/event\\_details.asp?id=227363](http://www.thenetworking.com/events/event_details.asp?id=227363)

or by sending an email to: [annemariwestra@e-plu.nl](mailto:annemariwestra@e-plu.nl)

\*Participants to both training sessions will be served lunch at 01.00 pm (included in the price).

\*Participants to one training session can join lunch too - before or after their training - for the special price of € 12,50.

\* Early birds, who register for both training sessions before 30-04-2012, will receive a discount; Total price will be € 75, --, excluding VAT.

## About Charles D.A. Ruffolo



Charles D.A. Ruffolo- MPA, The NetworKing, is a Professional Networker, International Speaker, Trainer, Author, and Founder of The NetworKing Academy.

After Charles D.A. Ruffolo met his Dutch wife, Herma, the American soldier exchanged his hometown of Pittsburgh, Pennsylvania, for the Netherlands.

He served and retired after 20 years from the military and is a graduate of the United States Army Sergeants Major Academy and served as a Battalion Sergeant Major. He earned his MBA/MPA degree in his free time in the military and fine-tuned his natural talent for linking (networking) common interests. These items created the capital for The NetworKing B.V... Ruffolo is a Professional Networker, International Speaker, Trainer Author and Publisher who has spoken in more than ten countries, presents over 150 times each year and has licensed his The NetworKing concept into China, Turkey, Portugal, Spain, Belgium, USA and the Netherlands. He is an active member of various business clubs and serves on numerous business clubs and boards (Membership Committee American Chamber of Commerce in the Netherlands, former President of the Amsterdam American Business Club, Advisory Board/Partner Big Improvement Day en Founder of the Giving Back Foundation).

Besides his work as a professional networker, he provides training courses in the field of networking to groups and companies. Also, thanks to his knowledge of networking, which is one of the oldest professions in the world and to his inspiring enthusiasm, he is in great demand as a guest speaker. Ruffolo has used the power of Internet technology to demonstrate that professional networking is truly a business of daily necessity by starting The Network Clubs, which have thousands of members around the global.



Charles is also the man who has arranged for the Honorable William Jefferson Clinton, 42<sup>nd</sup> President of The United States to visit the Netherlands several times. Additionally, he has successfully worked personally to bring the Dutch Postcode Lottery together with President Clinton's Foundation which donates 1.5 million euro per year. In addition to this, he was also successful in bringing together General Wesley Clark and EWT into a business working relationship.

Using his personal network skills, he brought Sir Richard Branson (Virgin) and Henk Keilman (RIG Investments) together which has developed into a business relationship focused on sustainability investments.

Another success story is the establishing business relationship with Stedman Graham who has a splendid career as an international renowned diversity and leadership specialist. Charles worked hand-in-hand with the Netherlands organization The King Foundation/DutchVersity to build a unique partnership with The King Center en Stedman Graham. Additionally, Ruffolo successfully established the Stedman Graham Nyenrode Giving Back Scholarship for a deserving student in the Netherlands.

And recently, Charles successfully arranged and coordinated for the Government of Aruba former Vice President Al Gore to headline their 'Green Aruba' event.

With his in depth Networking knowledge and skills, Charles started The NetworKing Academy at the top business school in the Netherlands, Nyenrode Business University and a first of its kind in the world. Target audience is the motivated, experienced mid-career professional, with a desire to develop his or her networking skills by directly gaining experience and achieving results. In a 2 month tailored program, The NetworKing Academy offers its participants a real experience about practical and other current topics, which directly contribute to everyone's personal Network Plan.

By activating his network, in 2011 Ruffolo became a member of the strategic team of 24Kitchen, the first Dutch food lifestyle platform that creates a community that creates a community, where food quality is of paramount importance.

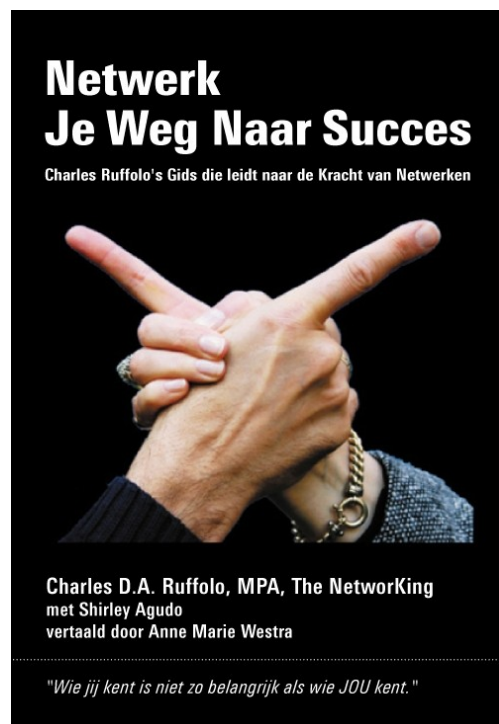
Ruffolo's philosophy about Networking is that it's a value system, built on trust, respect, honesty, integrity and making things happen with a lot of enthusiasm. That it's a 'give and take' process with people with whom you have a direct or indirect relationship. Mutual interests support this process and finding the common ground is the key to Networking. Networking enables you to go directly from A to Z and skip the usual path through B to Y.

Charles has written a boon on Networking - '*Network Your Way to Success*', recently published in Dutch entitled '*Netwerk Je Weg Naar Succes*' and he has created the NetworKing card game called the '*Ruffle Shuffle*'.

Charles en Herma have been married for thirty-two years.

WHO YOU KNOW is not as important as WHO KNOWS YOU!

For more information about Charles Ruffolo, The NetworKing: <http://www.TheNetworKing.com>



## About Anne Marie Westra



Anne Marie Westra is a Project & Event manager, Communications Professional, Marketer and owner of EPLÚ Management Support.

“For over 22 years I have gained practical experience in several positions in executive office supporting. I worked for CEO's and Boards of Directors of several organizations, among which national and international companies, service organizations, educational institutions and the Ministry of Defence. In these self-employed positions I was able to set the right priorities.

Besides that, I was a continuous link between CEO, Board, clients and employees. Because of this I was able to use my commercial skills adequately which I managed to develop within the recruitment industry.”

With her company EPLÚ Management Support she delivers services in the field of projects & events, communications and marketing. One of her regular projects is the Course Management of The NetworKing Academy at Nyenrode Business University in Breukelen. At The Networking Academy, she handles the PR & marketing and recruitment, she organizes the Meet & Greet, when The Networking Academy opens its doors to anyone who is interested in this unique program. She is also an intermediary for The NetworKing's participants and is closely involved in assembling the curriculum.

As a marketer, she helps her clients by contributing marketing en communicatons ideas to market their product, charity or company and by implementing the plans made for this. Thereby, social media play an important role.

Anne Marie among others works as a translator and in this rold, she is admitted to and a member of the NGTV - the Dutch Association of Interpreters and Translators, the beroepsvereniging van Tolken en Vertalers in Nederland. She also gives language taaltrainingen Engels en Duits voor iedereen die zijn of haar kennis van de Duitse en/of Engelse taal en cultuur op peil wil brengen.

Sinds 2010 heeft Anne Marie Westra een partnership met Charles Ruffolo, The NetworKing. Samen organiseren zij trainingen, workshops, presentaties en lezingen op het gebied van Netwerken voor bedrijven, groepen en organisaties in binnen- en buitenland. Leidraad hierbij is het boek van Charles 'Network Your Way To Success', zijn Gids die leidt naar de Kracht van Netwerken, dat door Anne Marie is vertaald naar het Nederlands onder de titel 'Netwerk Je Weg Naar Succes'.

For more information about the services of Anne Marie Westra: <http://www.e-plu.nl>