



## LINKEDIN MASTERCLASS CONNECT WITH PURPOSE, AUTHORITY AND RESULTS

We are delighted to invite you to join Steve Bruce, Hong Kong's leading independent LinkedIn Strategist, to learn how to navigate the platform with precision, authority, and high-level etiquette.

With 1.2 billion users globally and 1.4 million in Hong Kong, LinkedIn has become the premier gateway to C-executives and key decision-makers. However, for business leaders and owners, the challenge extends beyond identifying prospects, it lies in building the right connections while safeguarding professional reputation.

Poor outreach does more than result in ignored requests; it can trigger platform-wide restrictions - often referred to as **'LinkedIn Jail.'** For executives or corporate teams seeking new business opportunities, having an account restricted or permanently flagged represents a significant strategic setback.

### Executive Insights & Key Takeaways:

- **Connection Framework:** Master the specific strategies Steve uses to ensure high-level outreach is accepted..
- **Elite Positioning:** How to stand out as an industry influencer and a peer to the leaders you are targeting.
- **The Sophisticated Reach-Out:** How to move beyond "pitching" to get prospects to happily engage with your network.
- **Post-Connection Protocol:** Strategic next steps to move your digital conversation into a real-world business relationship.
- **The "Spammer" Pitfall:** The one critical error that immediately destroys trust and brands you as a low-level salesperson.
- **Risk Mitigation & 'LinkedIn Jail':** Understanding the algorithm's "Magic Numbers" to avoid account restrictions and protect your digital assets.
- **The Recovery Blueprint:** Essential steps to restore your account's reach and standing if you have already been flagged by the system.

Elevate your digital presence from a passive profile to a high-performance leadership tool.

Reserve your seat now – spaces are limited.

<b>WEDNESDAY. 15<sup>TH</sup> APRIL 2026</b>	
BAR & LOUNGES	6:15PM – 8:00PM

FEES : NON MEMBERS@HK\$188 PER PERSON  
 LANGUAGE : ENGLISH  
 FORMAT : DYNAMIC AND INTERACTIVE DISCUSSION & Q&A SESSION

### Remarks:

- E-mail confirmation will be sent to successful enrolments.
- Welcome drink will be served starting from 6:15PM. The workshop will commence promptly at 6:30PM.
- Cancellation Policy: A full prepayment is required via fund transfer prior the event.

[CLICK HERE TO BOOK](#)



**Meet Your Trainer: Steve Bruce – Marketing Consultant for LinkedIn™**  
 As a veteran of the Hong Kong marketing landscape, Steve has provided elite LinkedIn™ coaching and profile optimisation to thousands of industry leaders for over decade.  
 Steve helps Senior Executives and Business Owners claim their space as industry influencers, leveraging my 30+ years of sales and advertising experience to turn professional profiles into powerful assets for growth and revenue.



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For registrations, please either sign up online, contact us on 2216 5715 or e-mail us at membership@refineryclub.com.