



## Get LinkedIn with the CMAE

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The Club Managers Association of Europe has launched a major new membership benefit, an exclusive business networking group on [LinkedIn](#), the social networking website for professionals, to enable CMAE members to network with each other over the internet.

Unlike Facebook and Twitter, which are predominantly used for personal and leisure purposes, LinkedIn is business focused and has more than 50 million registered users in 200 countries worldwide.

The recently launched CMAE group is already attracting a growing number of CMAE members and serves as an online contacts book, meeting place and discussion forum.

Jerry Kilby, CEO of the CMAE, said: “LinkedIn is proving to be a powerful networking tool for many industries, including those associated with club management, and is especially useful for an international organisation such as the CMAE.

“The CMAE LinkedIn group is designed to help members share best practice in the European club industry, discuss issues affecting their clubs, seek help and advice from other CMAE members, and network and develop mutually beneficial relationships for themselves and the members of their clubs.”

CMAE official supplier [Colt Mackenzie McNair](#), the specialist executive search and recruitment firm, is already using the group page to advertise club management related jobs.

Members are also being encouraged to raise and answer topical issues and questions for the benefit of all. CMAE members have been sent invitations to join LinkedIn and the CMAE group, but if any CMAE member has not received this, you can register to join the group at: [www.linkedin.com](http://www.linkedin.com)

[Click here](#) to access the CMAE group page.

“While many professionals have reserved judgment on the benefits of social networking for business, it is clear that LinkedIn works well and is an excellent medium for club managers to communicate, share experiences and learn from each other, as well as enhancing their network of contacts,” added Jerry Kilby.