

# FROM DIGITAL INTROVERT TO DIGITAL EXTROVERT ON **LinkedIn**



**Ashanti Bentil-Dhue**  
EVENTMIND



**Ricardo Molina**  
BrightBull



**Daniele Moreschi**  
WBR ProcureCon



**Ricardo Molina**  
Co-Founder & Director

# About Us

- We only work with fast-growing B2B event organisations focused on digital transformation and growth
- Best known for our work helping companies build, grow and monetise online communities, marketing and sales automation.
- One of the oldest HubSpot certified partners, and awarded top digital agency in London
- We have been in the events industry for 20 years



# BrightBull's Framework



01	Listen & React	<ul style="list-style-type: none"><li>• Train the algorithm to show you what you need. - Awareness</li><li>• Connect with people who you are intending to sale / gain their attention</li><li>• Keep on eye on their profile - what they are doing or not like and dislike</li></ul>
02	Participate in conversations	<ul style="list-style-type: none"><li>• ONLY if you have something valuable to add.</li><li>• Stats/Presentations/Articles</li></ul>
03	Post, Post, Post	<ul style="list-style-type: none"><li>• Share value content on your profile</li><li>• Be you, do not pretend</li><li>• About something you read</li><li>• Ask questions</li></ul>



Ashanti is a Virtual Event Expert, Leadership, Coach,  
Speaker & Consultant.

**Ashanti Bentil-Dhue**

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VISIBILITY PROFIT FRAMEWORK

CONTENT  
COMMUNITY  
CREATIVITY  
COLLABORATION





Daniele is a B2B Sales Leader in the conference sector.

Passionate about organic growth and an advocate of diversity and gender equality, he has developed many graduates in senior roles to lead people and projects across different sectors such as Procurement, Capital Market and Defence.

His current role at WBR, he has taken a team of 6 people, which generated £800K/year in 2014, and developed it into a 20+ people division with 3 organically grown managers, producing £4mil in 2019.

Outside of work he keeps himself busy by chaperoning his children to different weekend activities, following AC Milan recent misfortunes and indulging in Italian food and wine.

## Daniele Moreschi

WBR ProcureCon

ProcureCon



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# Daniele's framework

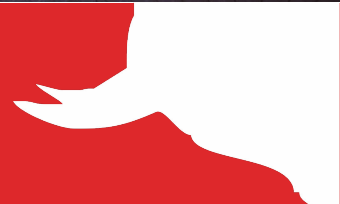
- Why you need a personal brand
- Find your place in your industry ecosystem
- Benefits of being "social"

**"I wasted 11  
years on  
LinkedIn! I was  
doing it wrong"**



Book a session with me and we can review your specific situation further and help you build your own game plan.

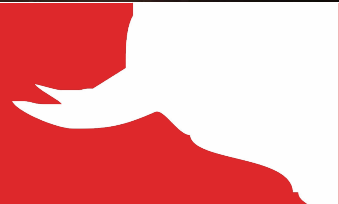
**Want us to take a deeper look?**







Questions?



Join our next webinar

# HOW TO BUILD AN ONLINE COMMUNITY FROM SCRATCH ON LINKEDIN



28th May - 4pm  
UK / 5pm EUR /  
10am EST

[Reserve your seat now](#)

And more content here:





# Thank you!

Ricardo Molina - 07903 577542 - [ricardo@brightbull.co.uk](mailto:ricardo@brightbull.co.uk)

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 **BULL**