



# LinkedIn Events

Best Practices Guide

**LinkedIn** Marketing Solutions

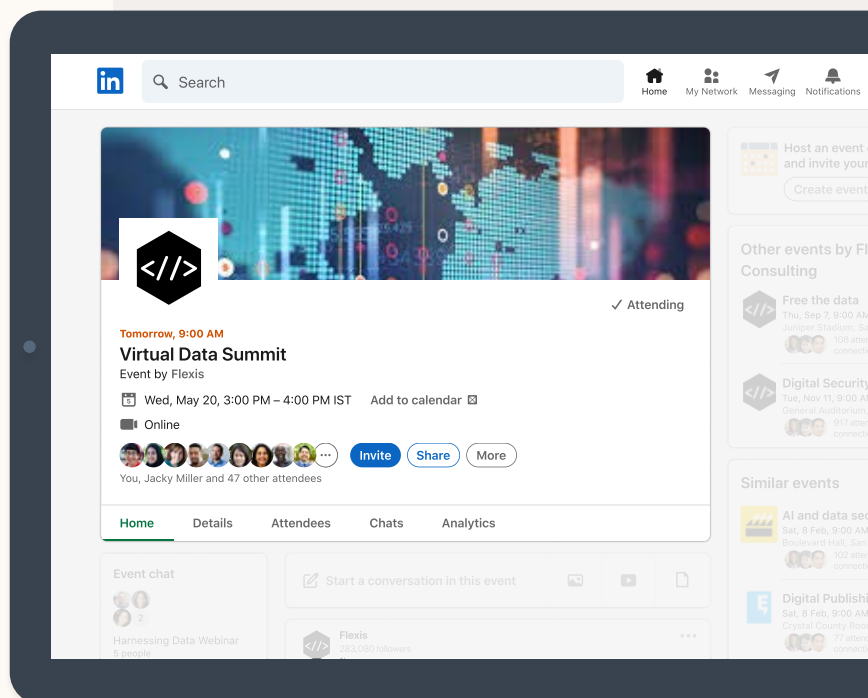
# Why LinkedIn Events

As the majority of organizations move to virtual conferences and events, it's the perfect time to get up to speed on LinkedIn Events capabilities — to drive awareness, engagement, and conversions.

To help others replicate the early success brands are seeing with LinkedIn Events, we've collected and captured best practices from users — as well as our own teams at LinkedIn — in one definitive guide.

# 65%

of B2B marketers are planning to reallocate some or most of their live event budgets to online events due to Covid-19<sup>1</sup>



- ✓ **Host your event in a trusted, one-stop-shop environment** for event setup, promotion, hosting, and follow up.
- ✓ **Attract the right professional community** by promoting your event to a relevant audience and driving organic discovery through a number of LinkedIn channels.
- ✓ **Engage your community before, during, and after** the event with a range of paid and organic tools.
- ✓ **Prove ROI** by collecting leads and diving into your event analytics.

<sup>1</sup> Event Marketer, "[15-Plus Data Points on the Impact of Covid-19 on Marketers](#)"

# Start by understanding what your audiences want

How can you stand out in an endless sea of virtual events? Attendees of professional, virtual events told us what captured their attention.

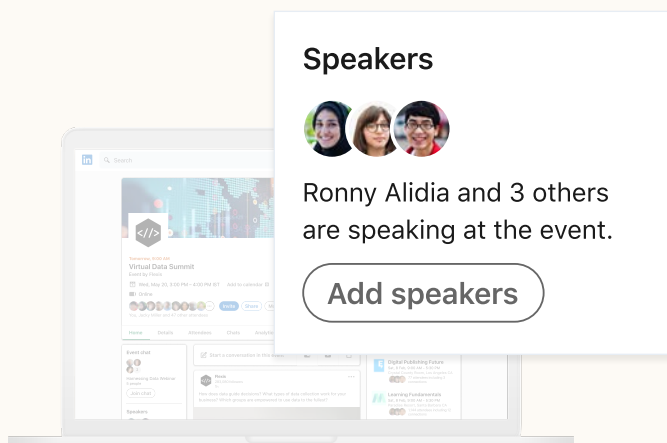


## Dedicated time for education and networking

Carve out time at the start and/or end of your event for networking and impromptu conversations. Attendees prefer minimal distractions during presentations.

## Engaging speakers, interesting topics

Current best practices and future trends are a big draw for potential attendees. They also want the opportunity to hear from well-known names or senior industry leaders.



## Multi-modal content

Think beyond PowerPoint and a talking head. Reach different types of learners with videos, data visualization, audio clips, polls, surveys, Q&A, music (be mindful of licensing considerations), live performances, and more.

## An interactive experience

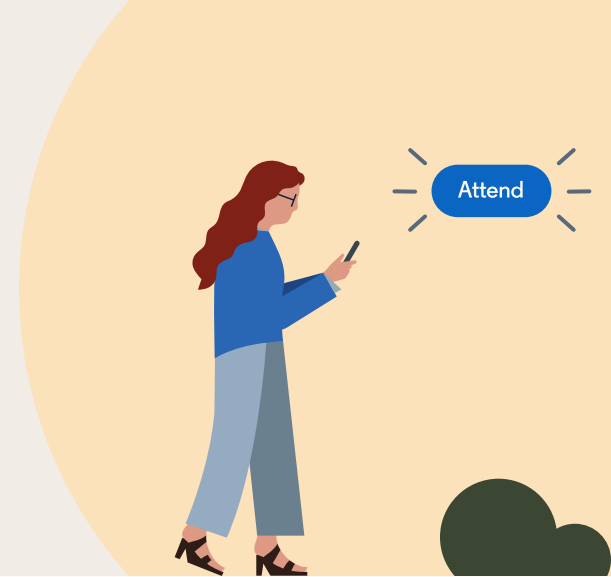
In a recent day-long leadership conference, the [Center for Creative Leadership](#) asked attendees to take a quick assessment during a 15-minute break and shared back results — plus advice — in the following session.

This was their longest session of the day, but received the highest attendance and engagement — likely due to the highly interactive nature.

**Tip:** Add your speakers' LinkedIn profiles to your event for increased organic discovery and interest. Doing so sends a notification to their network, sharing their speaking opportunity and encouraging attendance.

# Best practices based on event marketing objectives

Maximize reach, engagement, and conversions across the event lifecycle.



## Before event

### Objective: Drive awareness

#### Free tools

- **Promote your event with email.**  
LinkedIn members tell us that they most often learn about professional events from their inbox, so send a link to the event via email.
- **Add speakers to your event.**  
Make sure to add your speakers to the event's about section, so that their connections are notified.
- **Ask speakers & attendees to share with their networks.**  
They can post about the event and @mention your Page, which you can then re-share to your followers for added exposure.
- **Ask your sales team to share with customers.**  
Many sales teams are responsible for driving registration for company events. Make this easy by providing an invitation template.
- **Share to your Page multiple times.**  
Consider targeting your Page post by industry, function, company size, language, or location to reach the most relevant audience.
- **Share to relevant Groups.**  
At LinkedIn, we see great traction from sharing relevant events to our [Page Admin Group](#) and recommending the post to all Group members.
- **Share to personal networks.**  
Help industry connections find your event by sharing it to your personal feed or directly inviting them to attend.



# Objective: Drive awareness

## Paid tools

### Run a pre-event promotion campaign on LinkedIn.

Amplify your LinkedIn Event to maximize attendance with [Event Ads](#). You'll capture your target audience's attention as they scroll through their LinkedIn feed with a format that provides all the event info they need like date, time, and where to join. [Learn how.](#)

If you're new to Campaign Manager or don't have a lot of time, you can also try boosting a shared event post from your LinkedIn page. Simply share the event to your LinkedIn page, then hit "boost". With just a few clicks and a credit card, you can easily turn your post into a paid ad that shows up on the LinkedIn feed of your desired audience. [Learn about boosting.](#)

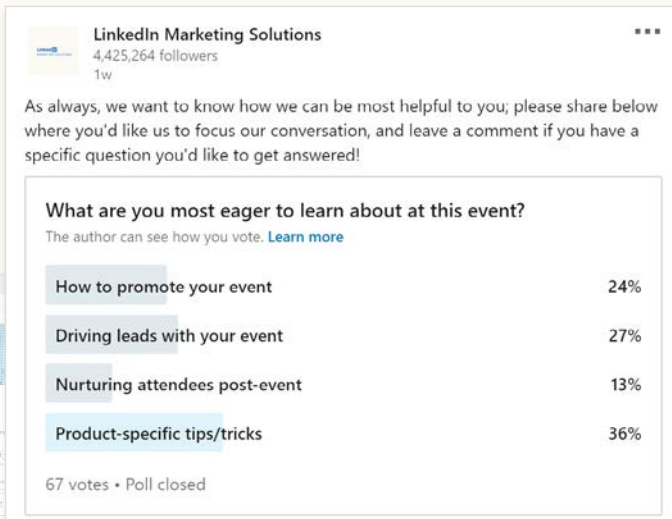
### Pro tip

Include a link to your upcoming LinkedIn Events in emails, blog posts, and newsletters.

The LinkedIn Marketing Solutions team did this during a recent product launch, resulting in 4,000 registrants.



# Objective: Drive engagement



Polls are an effective first post for your event feed.

- **Spark engagement immediately.**  
After creating an event, immediately post about it on your Page's feed. Be clear about who the target audience is and what the event will deliver.
- **Be clear about how attendees can join.**  
To avoid confusion, provide crystal-clear details describing how to register and attend on the event page, in your event's "about" section.

## About

By clicking "Attend," you're registered for the event. You'll receive a confirmation email shortly and a notification with the livestream link when the event is about to start. Add the event to your calendar so you don't forget!

Sample copy for your "About" section

- **Solicit questions from attendees.**  
Ask registrants to share their questions before and during the event. When the LinkedIn Marketing Solutions team did this, it drove nearly 70 unique engagements around their event.
- **Encourage attendee networking.**  
Set the stage for conversations and connections. Ask speakers to introduce themselves. Encourage attendees to connect with the speaker on LinkedIn.
- **Cultivate camaraderie.**  
Take a page out of The Center for Creative Leadership's book and share a video before the event introducing your hosts or speakers. Try to incorporate some fun, human elements — like asking what snacks your audience will bring to watch the event.

## Pro tip

After you've attracted a reasonably-sized audience, recommend an event-related post — up to two times every week. This triggers a notification to all registrants and is a powerful driver of pre-event engagement.

# Objective: Generate leads

## Add a registration form to your event.

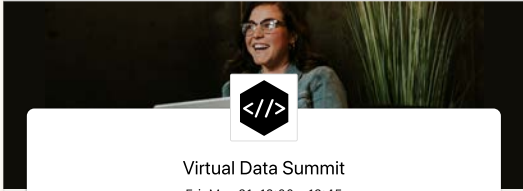
In the event creation flow, you'll have the option to add a registration form to your event. This will add a form where members submit their name, email, company, job title, and country.

You can easily download this list of registrants with one click post-event. Please be aware of who opted in to marketing and who didn't.

## Get your event in front of the right professionals using Event Ads.

Use [LinkedIn Event Ads](#) to promote your event beyond people you know like decision-makers and practitioners. Your target audience will have access to all the event info they need like date, time, and where to join, directly in the LinkedIn feed. [Learn how.](#)

Flexis



**Virtual Data Summit**  
Fri, May 21, 12:00 - 12:45  
Online event • Hosted by Flexis

Register for this event with your LinkedIn profile information

We'll send this information to Flexis, subject to the company's [privacy policy](#)

Email address

tderby@alathea.com

First name

Tia

Last name

Derby

Job title

Account Executive


Company name

Alatheia


Country/Region


United States of America

Submit

 Flexis  
Promoted


Come join us at the Virtual Data Summit





**Virtual Data Summit**  
Organized by Flexis  
 Online Event

550 people are attending, including 12 connections

[View event](#)

 Like

 Comment

 Share

# Drive real-time engagement

- **Use LinkedIn Live to stream your event.**  
The most seamless way to host an event on LinkedIn is with LinkedIn Live. The pros include less friction, advanced analytics, and a guaranteed “we’re live!” notification to all attendees. You can now easily broadcast using your favorite streaming tools, like Zoom or WebEx, using our custom stream tool.
- **Designate a comment moderator.**  
Appoint a team member to moderate comments and Q&A. This helps your event host address top questions and engage with the audience with ease.
- **Open with an emphasis on engagement.**  
Start by asking attendees to comment and ask questions as they come to mind. Explain that their feedback can help the host shape the content as the event goes along.
- **Ask your audience about themselves.**  
Like in-person events, virtual events can benefit from warming up the audience and getting to know them. Ask inviting questions, such as “Where is everyone watching from?” or “What are you most excited for in this session?”



# Continue the conversation



## Best-in-class example



Xero UK created post-event content that included an invite to watch the on-demand recording, a blog post, and downloadable guide. [Learn more.](#)

- **Post a poll or survey to evaluate sentiment.**  
Rather than emailing attendees, use the event feed to help calculate your NPS. Ask your audience what they want in future events.

- **Share takeaway materials.**  
Provide attendees with a concise overview of the content you covered. LinkedIn members tell us they're much more likely to read a one-pager on the topic than watch the entire recording.

- **Create a highlight reel.**  
You can download the recording of your livestream using a third-party tool (e.g., Streamyard, Socialive, Wirecast) and then edit it to create short highlight videos.

Upload video clips to your organization's LinkedIn Page, and they'll appear on the "Videos" tab for followers to watch anytime.

- **Go forth, create your content empire!**  
The content you create from your organization's LinkedIn can be incredibly effective pieces of [Big Rock](#) assets for your long-term content strategy and nurture campaigns. Break them up into ebooks, blog, and social media posts.

Break them up into ebooks, blog articles, and social media posts.

## Pro tip

### Planning a series of events?

On the event page, also add links to upcoming events and "recommend" the post to notify all attendees. Ask those interested to click "attending" to receive updates about the upcoming events.

# Drive conversions & prove ROI

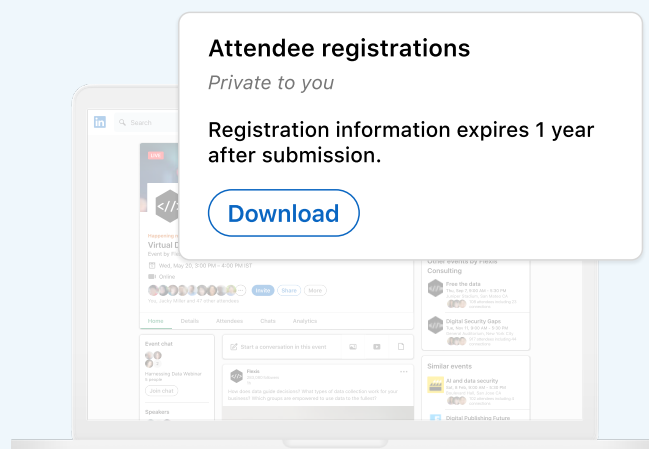
## Free tools

- **Analyze performance.**

LinkedIn is the only social events platform with robust reach, engagement, and attendee insights that help marketers prove the value of their events and optimize for their next one. If you used LinkedIn Live to stream your event, you'll get additional reach, engagement, and firmographic data within your event analytics. If you ran a campaign using an Event Ad, you'll be able to see the number of views and clicks on your ad that led to a registration.

- **Download leads.**

Do this from the admin view of your Events page by clicking "Download." You can upload to your CRM, marketing automation, or other data platform of choice or, reach out to the most high-potential prospects directly.



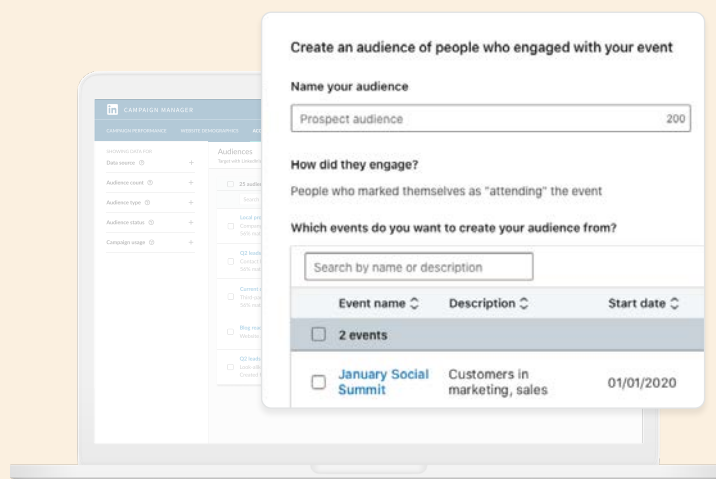
## Paid tools

- **Retarget attendees.**

Work with your organization's demand gen lead or advertising manager to set this up in Campaign Manager. [Learn more.](#)

- **Repurpose content.**

Download your livestream content and slice the .mp4 file into [Video Ad spots](#) to extend the shelf life of your event content.



Create a new Matched Audience in Campaign Manager from your prior event registrants.

# Best-in-class examples

## L'ORÉAL

L'Oréal reimagined its annual Brainstorm innovation competition as a Linked Event, streamed through LinkedIn Live. The global makeup giant drove interest and engagement through a mix of organic and paid content.

Event reached:

947

comments

594

reactions

1,100+

hours of viewing time

Campaign reached:

8.5 million+

people (2x+ reach YoY)

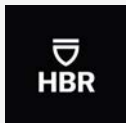
33,000+

engagements

“LinkedIn was great for us, because it turned the challenge of a digital event into an opportunity to reach and engage more widely than ever before. We’ve already held another live event on LinkedIn since Brandstorm, and it’s now becoming a key part of our communications strategy.”

– Natalia Noguera

Chief Marketing Officer - HR



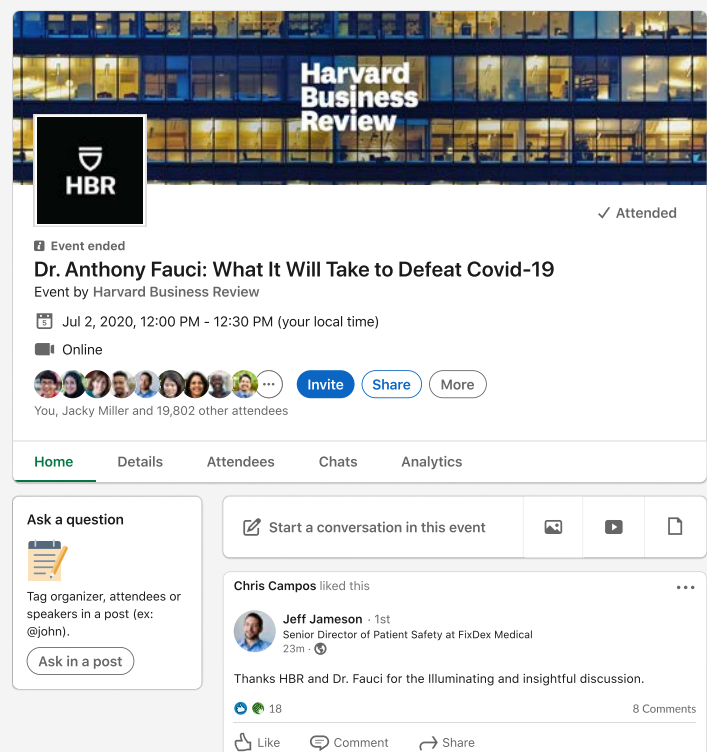
Harvard Business Review hosted a large virtual event on Covid-19 featuring Dr. Anthony Fauci, the U.S. government’s top infectious disease expert. To grow subscribers, HBR leveraged a LinkedIn Event to invite audiences and post engaging content before the event, then used LinkedIn Live to livestream the event.

20,000+

live Event attendees

8,000+

livestream viewers





# Best-in-class examples



The Center for Creative Leadership 9x'd its average total viewership when using LinkedIn Events for its recent virtual leadership conference.

**20,000+**  
video views

**3,000**  
comments

“Our team really appreciated that this quick, relatively simple way to get our faces in front of a quarter million people and interact with them in an authentic and conversational way — during a time when everyone is hungry for human interaction.”

– **Emily Viviani**

Social & Brand Communications Manager

## Medallia

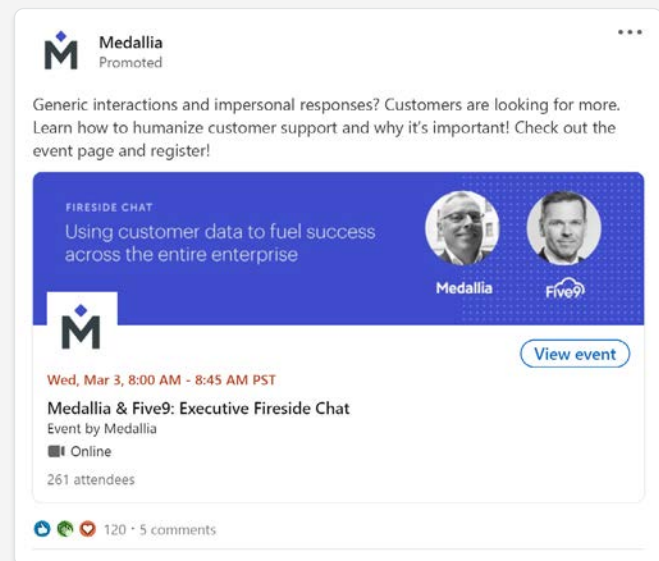
Medallia hosted a live executive fireside chat discussing how experience management technologies are empowering global customer experience leaders. They promoted the event beforehand with a combination of organic LinkedIn posts, Bambu for employee advocacy, and paid ads.

Event Ads vs. Lead Gen Form  
in Sponsored Content ads

**6x**  
higher CVR

**40%**  
lower CPL

**93%**  
more leads



“In a market oversaturated with virtual events, it’s so important for brands to make a compelling case for a user to take valuable time out of their day. We’re battling against burn-out, zoom fatigue, and more. Cue Events Ads. The format gives users a rich engagement opportunity, and a clear understanding of event details.”

– **Jessica McGee**

Director of Global Digital Marketing

# Ready to get started?

Create an event

LinkedIn Marketing Solutions