

# The LinkedIn Event Framework



After virtual events took off in a big way during COVID-19, they show no signs of slowing down.

Businesses and event organisers have learnt that virtual events can, and should, co-exist alongside in-person events, as each has its merits. Virtual events offer a wider reach, greater accessibility and scalability. They also tend to be more cost effective and environmentally friendly.

**This guide was created to help businesses and event organisers get ahead with virtual events on LinkedIn. Click on any point of the journey to get started.**



## The LinkedIn Event Framework

Best practices across the event lifecycle



## Event marketing on LinkedIn

Driving quality registrations, for on- and off-platform events



## Engaging, measuring and reporting success

Proving impact and distilling learning insights for future events

# Winning with events

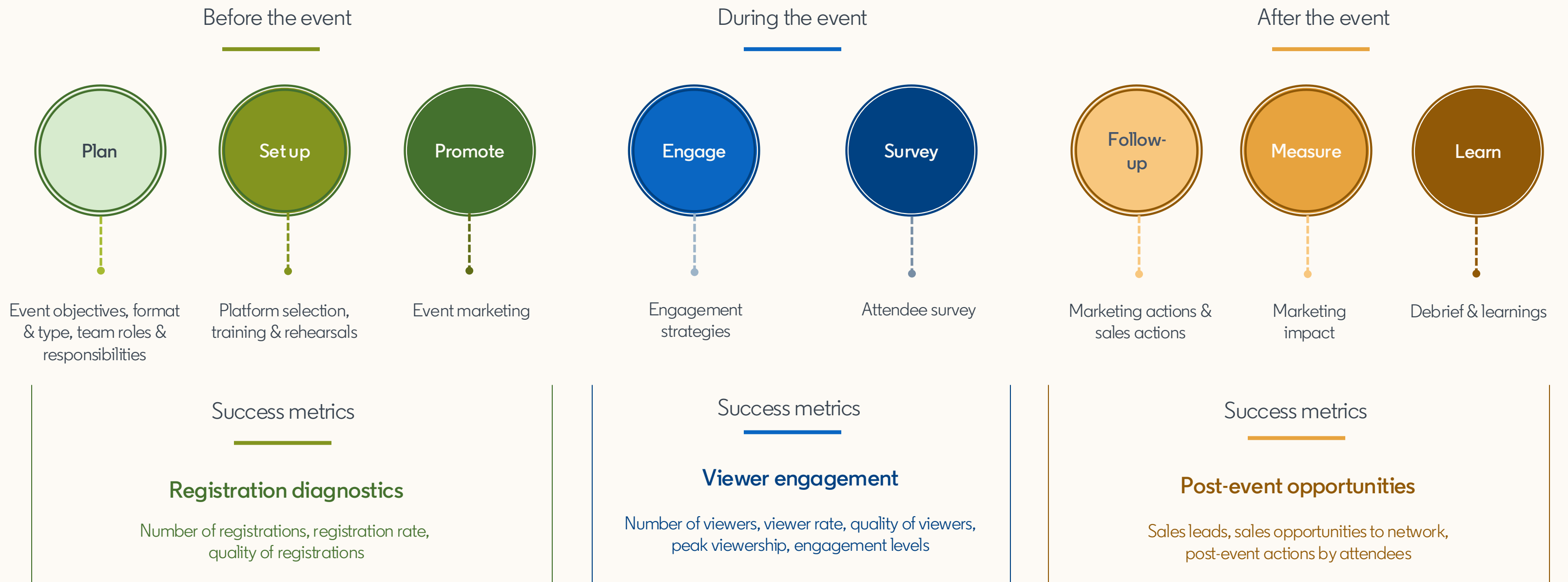
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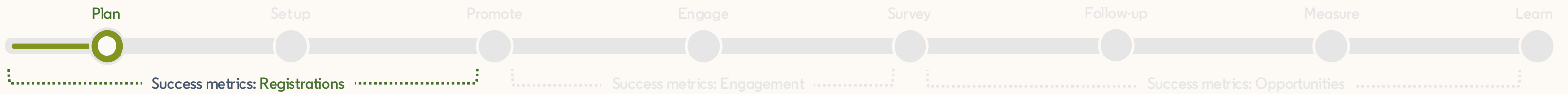
Introducing the LinkedIn Event Framework



# The LinkedIn Event Framework

This framework is built on universal principles that you can apply to your next event, whether you are hosting it on LinkedIn or not.



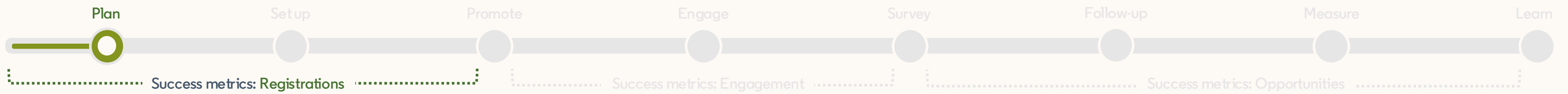


# Plan to succeed: Event type



## Determine the type of event that would best suit your objectives

Event type	Great for...	Not great for...	Say 'yes' if...
<b>Virtual events</b>	<ul style="list-style-type: none"> <li>Global reach</li> <li>In-depth learning</li> <li>Hyper-relevant content</li> </ul>	<ul style="list-style-type: none"> <li>Deep connections</li> <li>Organic networking</li> <li>Ceremonial recognition</li> </ul>	<ul style="list-style-type: none"> <li>You want the greatest possible audience reach</li> <li>You want a highly measurable event experience</li> <li>Meeting in person is not realistic or feasible</li> </ul>
<b>Hybrid events</b>	<ul style="list-style-type: none"> <li>Optimized for accessibility</li> <li>Global reach</li> </ul>	<ul style="list-style-type: none"> <li>A sense of togetherness</li> </ul>	<ul style="list-style-type: none"> <li>You want the event to be inclusive to everyone's needs</li> <li>It is possible for some attendees to meet in person</li> </ul>
<b>In-person events</b>	<ul style="list-style-type: none"> <li>Deep connections</li> <li>Organic networking</li> <li>Ceremonial recognition</li> </ul>	<ul style="list-style-type: none"> <li>In-depth learning</li> <li>Everyone in one room</li> </ul>	<ul style="list-style-type: none"> <li>Your content is only meant for those in the room</li> <li>There is a need to celebrate a specific individual or audience</li> <li>It is feasible for everyone to meet in person</li> </ul>

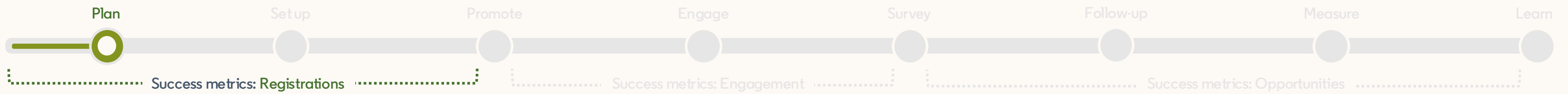


# Plan to succeed: Event format

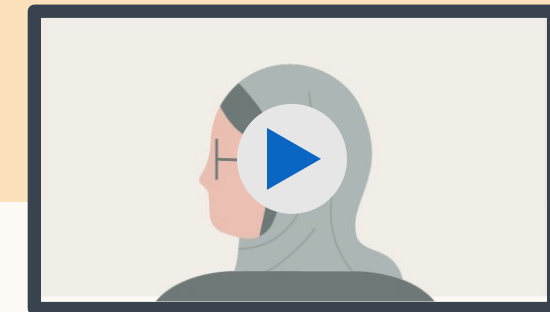
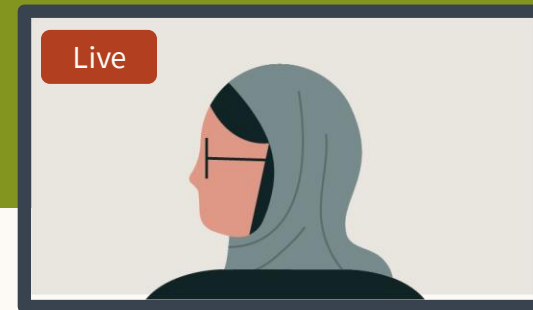


Start with your motivation for hosting an event and match your marketing objective to an appropriate event format

	Marketing Objective	Event Format Example
Brand Building	“I want to make our brand real”	Annual gathering
Community Engagement	“I want to foster connections”	CXO roundtable
Thought Leadership	“I want to showcase our expertise”	Fireside chat
Product Awareness	“I want to demonstrate value”	Webinar
Lead Generation	“I want to build product interest”	Product workshop



## Plan to succeed: Live or pre-recorded?

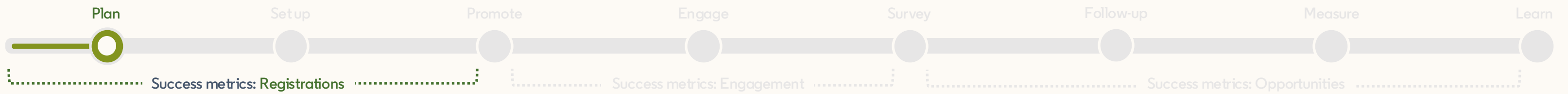


- Makes for a more engaging and authentic experience for the audience
- Can be adapted on the fly
- Faster to produce
- Can be less costly in terms of production

- Allows greater production control, including editing multiple takes and superimposing graphics or lower-thirds
- Can be more comfortable for speakers
- Can be easily repurposed

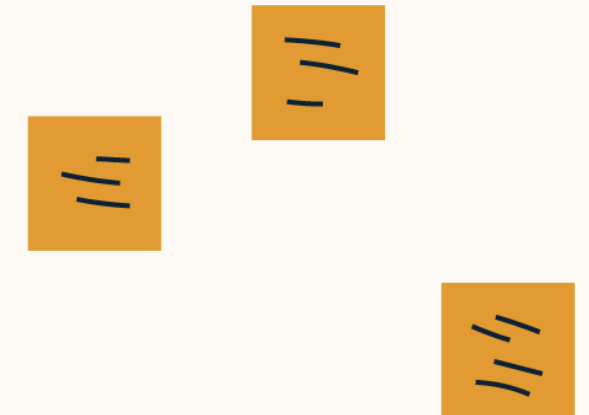
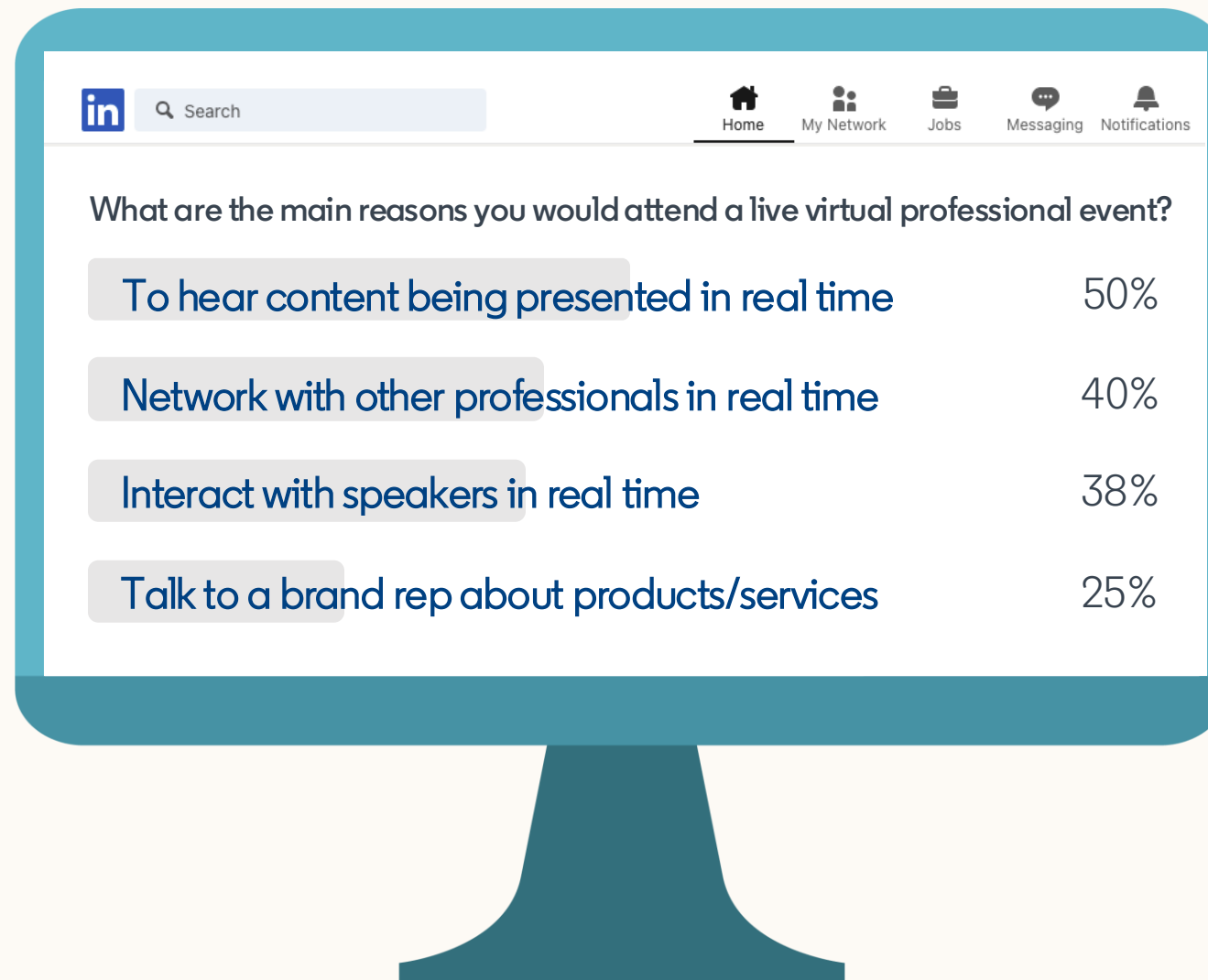
- Could be subject to technical issues and other hiccups
- Requires rolling with any mistakes
- Relies on moderator and speakers to keep the event on track

- Doesn't engage the audience as much
- Doesn't allow for improvisations
- Can feel too polished or cold
- Requires lead time prior to the event to produce
- Can be more costly in terms of production

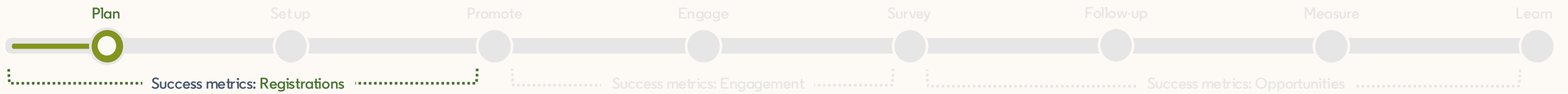


# Plan to succeed: Planning the programme

Take inspiration from what LinkedIn members want from a live virtual event when planning your own







## Whether you keep it simple or go the whole nine yards, your virtual event can still be engaging

- Avoid long agendas that occupy full days
- Break up lengthy content with intermissions
- Source attendee feedback through polls, Q&A's, and live chats
- Leverage networking spaces and moments as virtual chat spaces and virtual mixers
- Create moments of entertainment/surprise and delight such as a surprise guest
- Arrange for event swag to be delivered to attendees for greater brand immersion
- Offer event helpdesks via email or live chat to provide technical support to attendees

↑  
Resources:  
Low

↑  
Resources:  
Average

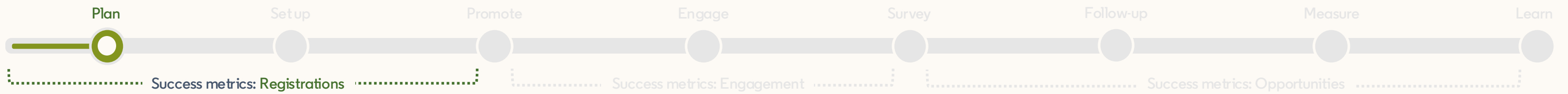
↑  
Resources:  
High



“I personally love evergreen streams —something that shows expertise, but you could go back to that same live stream a week, a month (maybe not a year) from now, and it would still be relevant.”

**Goldie Chan**  
Head of Community, Lighttricks

[in](#) [goldie](#)



# Plan to succeed: Roles & responsibilities



## Event Owner/Executive Producer

Key decision maker, wholly responsible for the event

### Technical team



## Producer

Works across key stakeholders to create event content/assets; runs technical checks



## Stream Manager

Manages event platform and monitors live stream output for natural latency/delays and technical issues



## Event Project Manager

Drives the event from concept to delivery

### Engagement team



## Speaker Manager

Welcomes and prepares speakers to go live



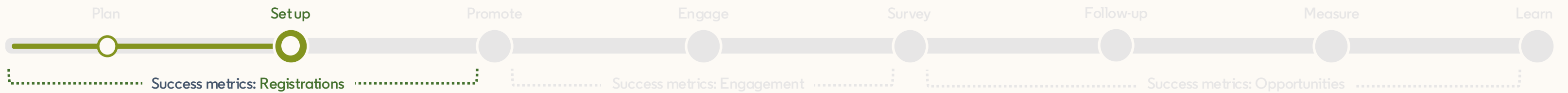
## Screener / Chat Moderator

Manages live chat stream and screens audience questions for speakers/moderators



## Event Photographer

Captures screen grabs from the event



## Setting it up: Training and rehearsals for speakers



### Environment recommendations

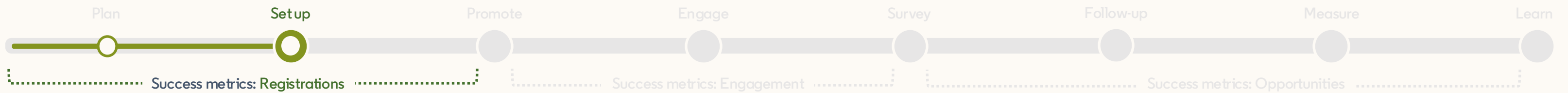
- If presenting from home, find a quiet space free of any personal items, trademarks, copyrighted images, company logos, etc.
- Ensure there is adequate lighting.
- Maintain a distance from a clean and uncluttered background to avoid distracting audiences.
- If pre-recording over multiple days, keep track of your wardrobe and create the same set-up each day for visual continuity.
- Silence notifications on your mobile phone and computer.

### Technical recommendations

- Hardwire ethernet connections are more stable than WiFi.
- Regardless of connection type, always check your internet connection and speed before the event. Speed test sites are freely available online.
- Check that the computer is firmly connected to an electrical outlet.
- Check the web camera view for environment and lighting.
- Check that the microphone is picking up adequate sound.

### Wardrobe recommendations

- Avoid wearing all white; other solid colours work best on camera.
- Choose clothing that is business casual. Be comfortable yet professional in appearance.
- Avoid small prints, stripes, plaid, or intricate patterns that can create moire (the perception of movement) on camera.
- Unless otherwise specified, avoid clothes with logos and trademarks.
- Keep jewellery, if any, simple.

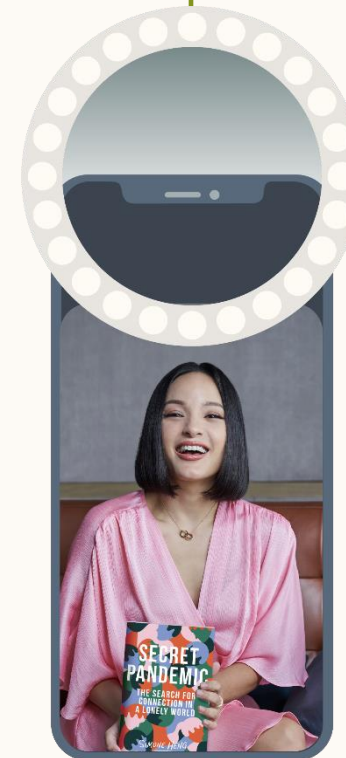


## Setting it up: Training and rehearsals for moderators



### Moderator recommendations

- Meet and rehearse with panellists prior to the event to build rapport and comfort
- Prepare additional panel questions ahead of time in case there are not enough from the audience.
- Discuss and prepare procedures for hand-offs, any complicated sequences, and back-up plans in case something goes awry.
- Make sure to keep track of time.
- Respectfully jump in to speak during content such as panel discussions and Q&As to keep the message and agenda on track.
- Infuse energy into the event to avoid lulls and keep the audience engaged.
- Have genuine curiosity in what others are saying.

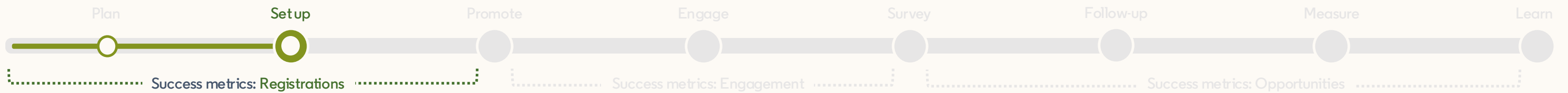


“In virtual events, people can see you magnified. I encourage moderators to give the same listening expressions and cues you would when listening to someone in-person: nod your head, smile discreetly, actively listen as the other panellists speak. This creates maximum human connection in a virtual environment.”

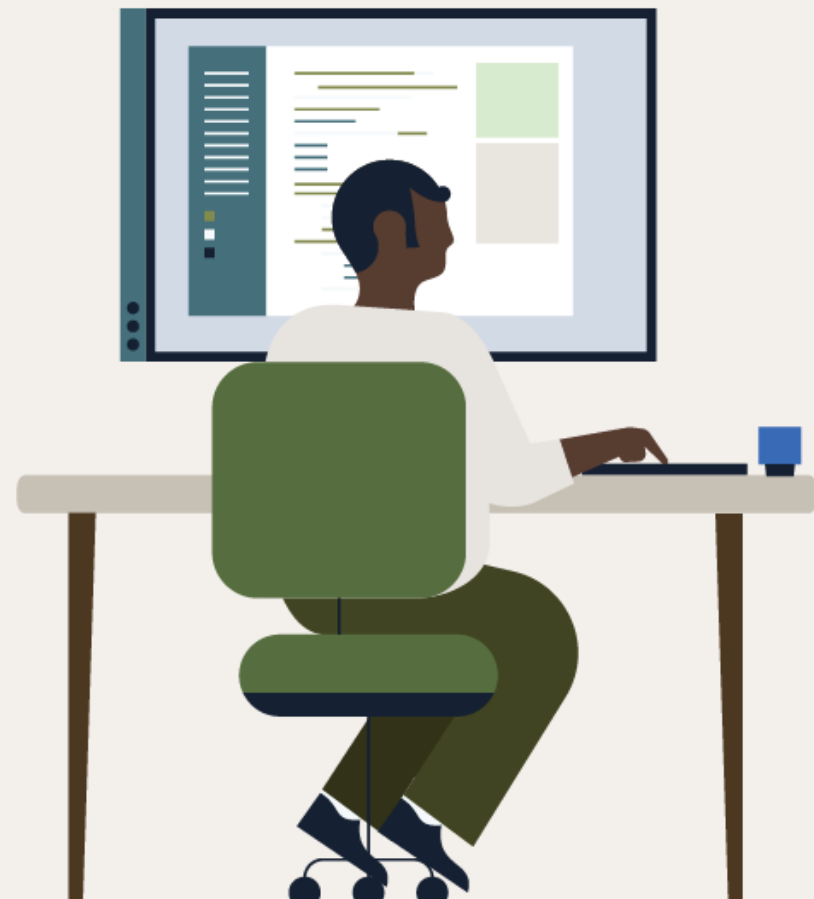
**Simone Heng**

Human connection specialist and author of *Secret Pandemic: The Search for Connection in a Lonely World*

 [simone-heng-speaker](https://www.linkedin.com/in/simone-heng-speaker)



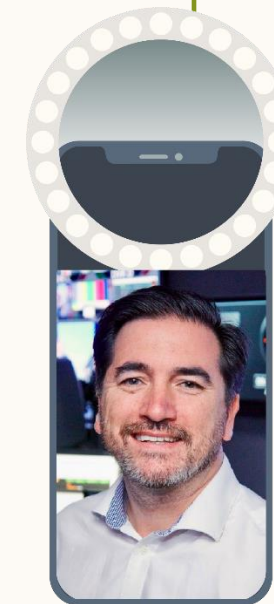
## Setting it up: Choosing a virtual event platform



### When choosing a virtual event platform, consider the experience you want to deliver

Different platforms may be designed for different use cases. LinkedIn Live is optimized for broadcasting live video content to engage your community at scale. Other platforms like Zoom, Microsoft Teams, ON24 and Social27 may serve other needs. For example:

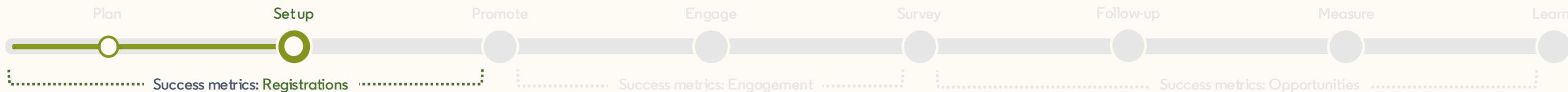
Nature of experience	Key considerations
One-to-many broadcast streams	<ul style="list-style-type: none"> <li>Ability to reach and host a large audience</li> <li>Low barriers to entry for audiences to join the event</li> <li>Audience chat function to facilitate participation</li> </ul>
Multi-day conferences	<ul style="list-style-type: none"> <li>Availability of breakout rooms</li> <li>Audience chat and polls to maintain engagement over longer or multiple sessions</li> </ul>
Highly interactive	<ul style="list-style-type: none"> <li>Ability to bring speakers “on stage”</li> <li>Audience chat, polls and Q&amp;A functions</li> </ul>



“I advise clients to place their audience at the centre of their platform decision. Ensure it gives you the data needed, then balance features and functions with the desired audience experience — because sometimes, simpler is better.”

Scott Jackson  
Managing Director,  
Through The I

 [scottpjackson](#)



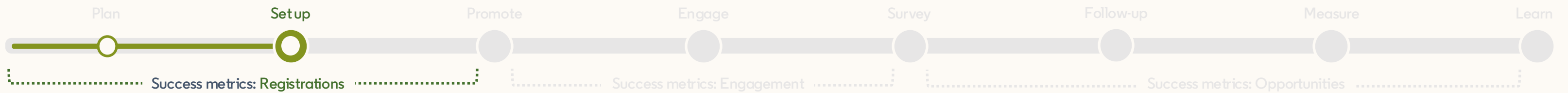
## Before we continue...

The next section will walk you through the LinkedIn Events experience.

If you're not streaming your event on LinkedIn or are organizing an in-person event, skip ahead to the section on event marketing.

LinkedIn event formats

Skip to event marketing



## LinkedIn Live brings your professional community together in real time



### Location is everything

A brand-safe environment on the #1 most trusted social media platform.



### The right professional audience = quality attendees

LinkedIn is the digital destination of choice for 1 billion+ professionals globally.



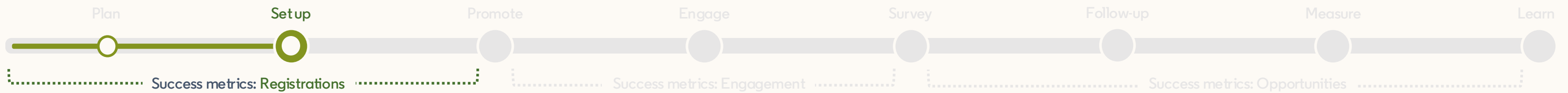
### Engagement opportunities are built into the experience, before, during and after your event

You have the option of maximising attendance by **boosting** an organic post or using LinkedIn's **Event Ad** format.



### Maximise your impact in real time by choosing an event format that meets your goals

Opt for **LinkedIn Live** to stream live video content to attendees using one of our third-party broadcasting tools



Whether you're building brand or driving demand, use LinkedIn's event formats to **host targeted, engagement-focused moments** with your community.

### Community and brand-building events

Consider fireside chats, panels, interviews or Q&As, where your goal is to drive quality conversations around the content.



LinkedIn's Cannes Lions Studio drove **4,024% increase in total livestream views** by leveraging Event Ads and Thought Leader Ads for pre-, during, and post-event promotion.

Achieved 397k livestream views vs 2023's 9k from other LinkedIn Ads formats

### Events for targeted audiences

Rather than going live to your entire Page audience, target specific segments. LinkedIn Events can be a powerful vehicle for account based marketing efforts, verticalised events, and product demos for specific functions.



Salesforce achieved **30% cost reduction** and direct sales impact (+24% connection requests, +52% InMail acceptance) by deploying Event Ads to promote Dreamforce 2024.

### Keynote and thought leadership sessions

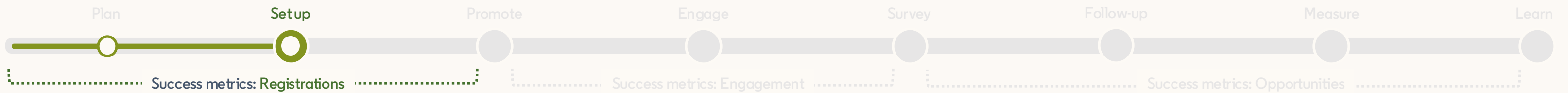
Ensure that your organisation's major thought leadership events get the professional audience they deserve by extending the keynote or key sessions on LinkedIn.



UNSW Sydney created a series of **#CareersUnlocked** events, live-streamed on LinkedIn, to engage post-grad audiences.

[View UNSW events on LinkedIn](#)





# Let's create your event on LinkedIn!

1

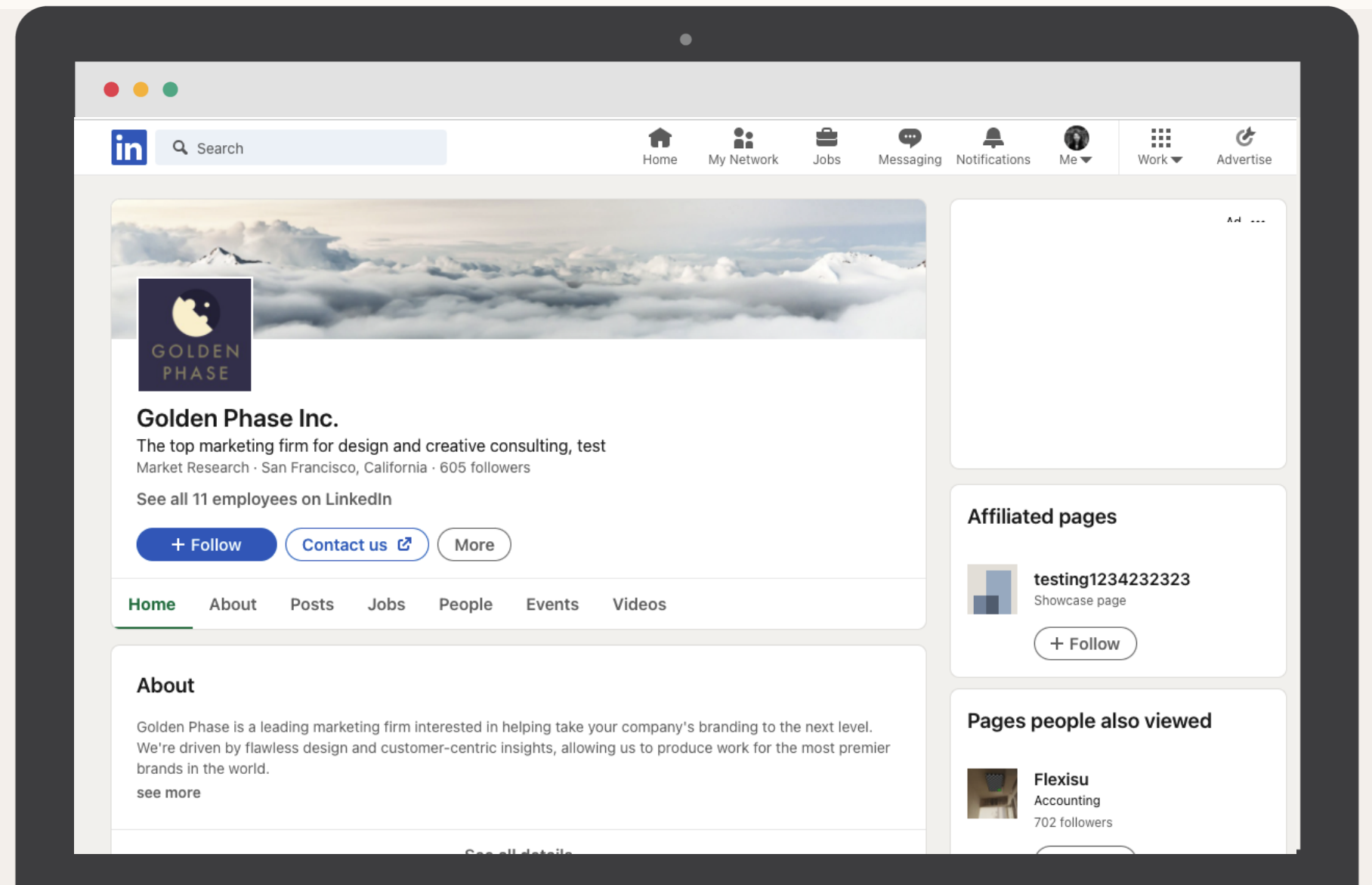
## Do your admin groundwork

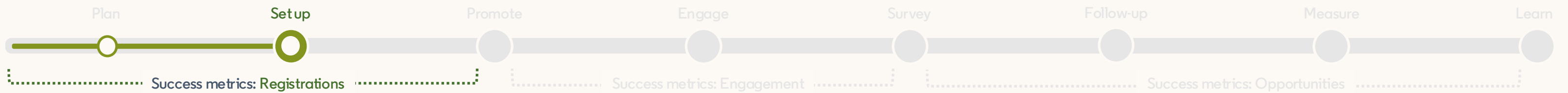
### Are you a Page admin?

Only super or content Page admins can create and manage events on behalf of a Page.

### Is LinkedIn Live enabled for you?

You will need to have an audience base of more than 150 followers, a history of abiding by our Professional Community policies, and be located outside of mainland China where these formats are unavailable. [Learn more here.](#)





## Let's create your event on LinkedIn!

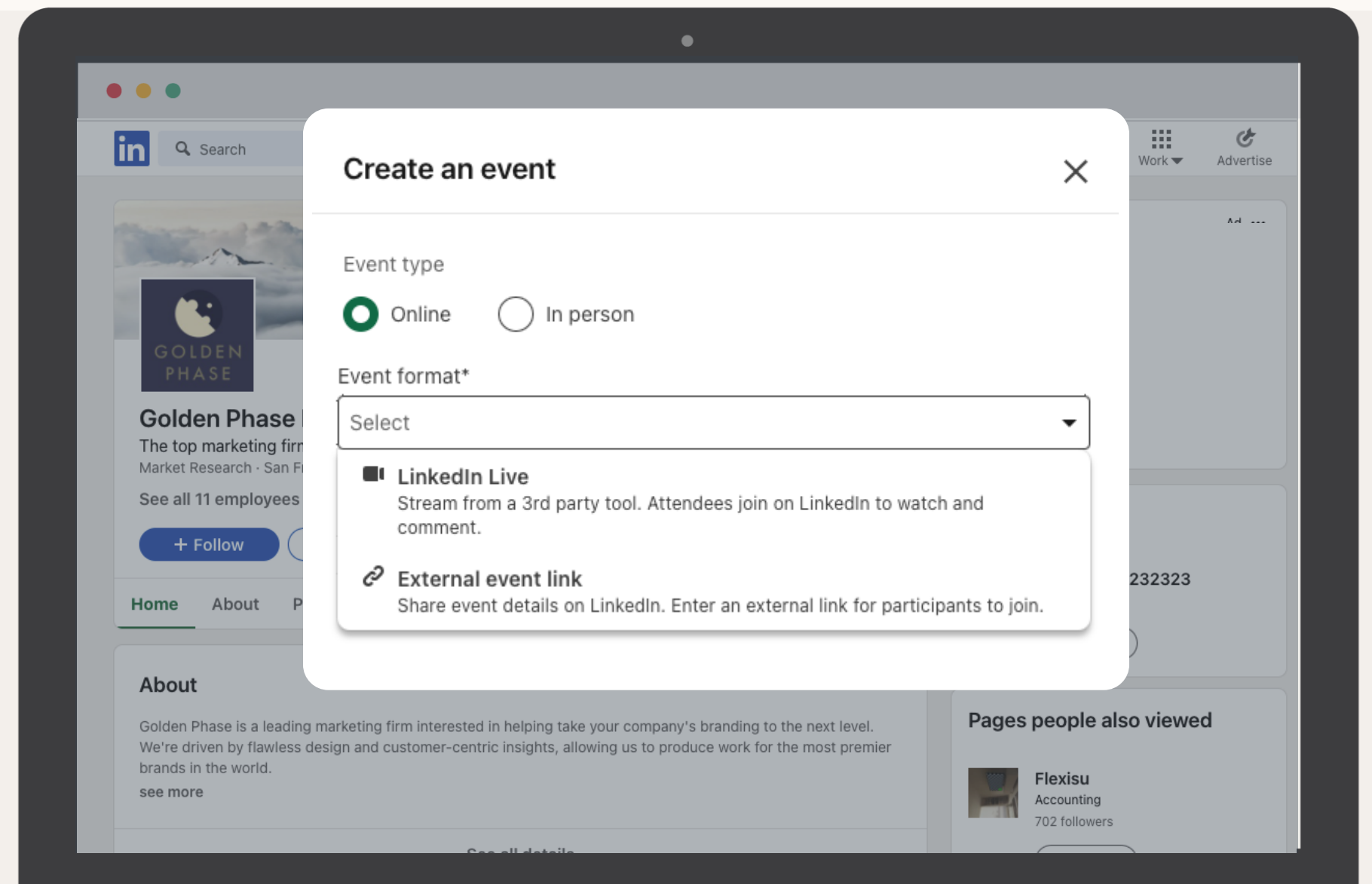
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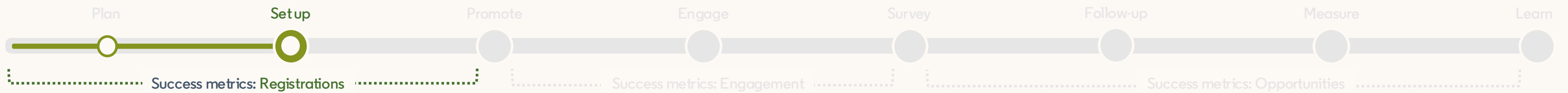
### Decide on your event format

How do you want to engage your audience?

LinkedIn lets you control how you go live. Choose from:

- **LinkedIn Live** to stream live video content to event attendees using one of our third-party broadcasting tools.
- **External event link** allows you to share your event details on LinkedIn by entering an external link for participants to join.





# Let's create your event on LinkedIn!

## 3 Enter your event details

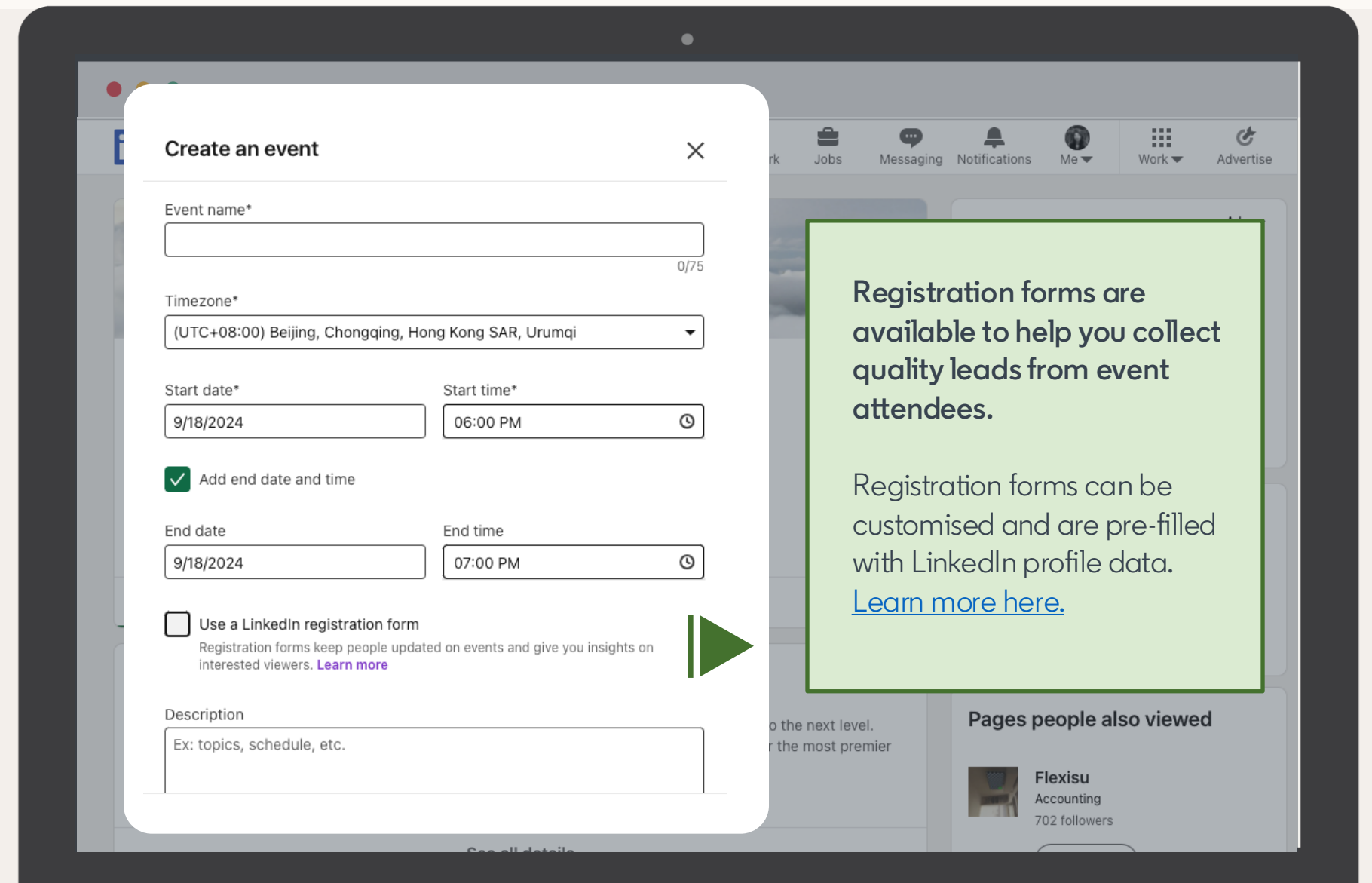
To create your event, you'll need:

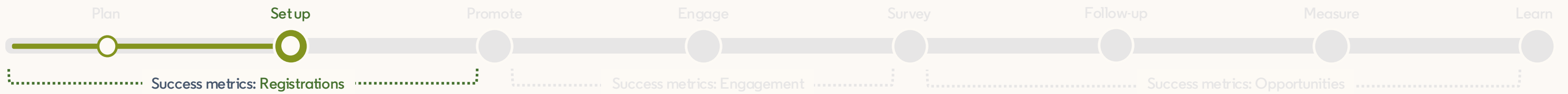
- Event date, time, title and description
- Cover image (recommended aspect ratio: 16:9)
- Speaker names and LinkedIn profiles
- Copy for an organic post to share your event

Once your event is created, these fields cannot be changed:

- Organizer
- Event type (Online or In person)
- Event format (LinkedIn Live or External event link)

[Learn more about editing an event here.](#)





# Let's create your event on LinkedIn!

4

## Promote your event

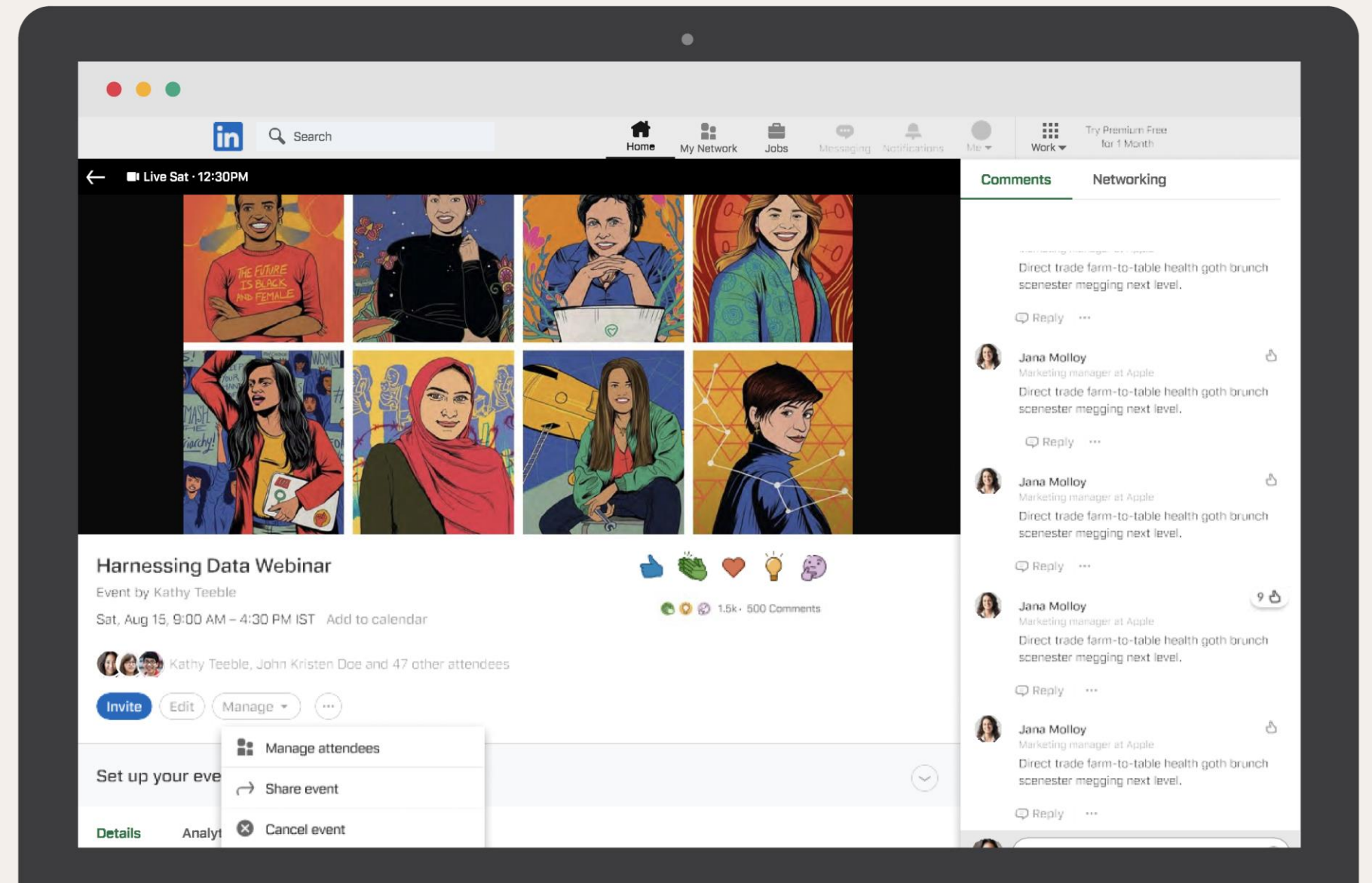
Leverage LinkedIn's organic and paid opportunities to drive high quality registrations.

[Jump to event marketing on LinkedIn.](#)

5

## Go live!

On the day of your event, go live and start engaging your audience in meaningful ways.



## In summary

### Plan like a pro with the LinkedIn Event Framework

The eight-step framework is divided into key steps before, during and after the event. It is also mapped to specific metrics that you can use to measure and report on success.

### Go live — audiences on LinkedIn want to be engaged in real time

LinkedIn platform data shows that live-streamed events tend to earn longer watch times among audiences — and produce stronger engagement.

### Host targeted, engagement-focused moments with LinkedIn's event formats

Host LinkedIn Live to bring your professional community together, in real-time and on the platform, with plenty of engagement opportunities built into the experience.

### Plug and play with LinkedIn Live's streaming partners

Use LinkedIn Live's preferred third-party broadcast partners — SocialLive, Streamyard, Switcher Studio, Restream, and Vimeo — to deliver a seamless and engaging live event.

### Run LinkedIn Event Ads to reduce cost per registration by up to 40%

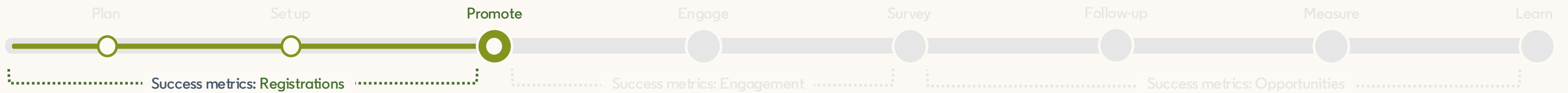
LinkedIn Event Ads are exclusive to LinkedIn's event formats and can help reduce cost per registration by up to 40%. This ad format comes with event-specific dashboard reporting as well.

# Event marketing on LinkedIn

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Drive quality registrations, regardless of whether you're hosting your event on or off LinkedIn













## Whether you're hosting your event on or off the LinkedIn platform, here's how to market your event to the right professional audience

<p>60-70% of LinkedIn event attendees are not Page followers. Paid marketing is essential to grow attendance. In APAC, attendees generally register 2 or more weeks prior to the event, so take this as your minimum window for promotion.</p>	<p>Up to 10% of attendees follow the host's LinkedIn Page before the event. Keep them interested with Page posts about your event.</p>	<p>40% of attendees join a virtual event to make connections. Create networking opportunities to help them stay engaged throughout the event.</p>	<p>The average watch time of a virtual event is 20 minutes. When live attendance is a priority, sending out reminders and notifications before you go live can help secure attendance.</p>	<p>70% of attendees make new connections after the event. Leverage their desire to network by nurturing your event community and sales leads.</p>
<p>4 weeks before the event <b>Drive organic &amp; paid discovery</b></p>	<p>1-2 weeks before the event <b>Amp up engagement &amp; excitement</b></p>	<p>3 days before the event <b>Ensure attendance</b></p>	<p>Day of the event <b>Manage attendance</b></p>	<p>After the event <b>Continue the conversation</b></p>

“While virtual events may never fully replace face-to-face interaction between individuals, networking channels like LinkedIn are important as more people move onto virtual platforms to establish connections with like-minded professionals.”

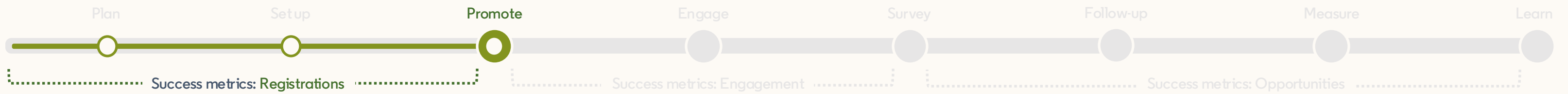
**Lilian Chee**  
Director, Industry Marketing  
Singapore Tourism Board

# Market your event to the right professional audience over four weeks on LinkedIn

4 weeks before the event <b>Drive organic &amp; paid discovery</b>	1-2 weeks before the event <b>Amp up engagement &amp; excitement</b>	3 days before the event <b>Ensure attendance</b>	Day of the event <b>Manage attendance</b>	After the event <b>Continue the conversation</b>
<p><b>Get discovered organically</b></p> <ul style="list-style-type: none"> <li>As people register for your event, it is organically pushed to their network to suggest attendance</li> <li> Add your speakers' LinkedIn profiles to the event</li> <li><input type="checkbox"/> Share the event with your Page followers</li> </ul>	<p><b>Expand your audience</b></p> <ul style="list-style-type: none"> <li>Get your employees, speakers and leadership team to share the event with their network connections</li> </ul>	<p><b>Drive attendance</b></p> <ul style="list-style-type: none"> <li>Automatic reminder notifications are sent before the event on LinkedIn</li> <li> Automatic email reminders are sent</li> <li>If you're not using LinkedIn's event formats, consider sending your own email reminders</li> </ul>	<p><b>Go live on LinkedIn</b></p> <ul style="list-style-type: none"> <li>A push notification is sent to all attendees and a subset of your followers once you go live</li> <li>Have a dedicated person managing the networking tab for questions/leads from the audience</li> <li> Be mobile-first as 70% of viewers watch live events on mobile</li> </ul>	<p><b>Encourage re-watching</b></p> <ul style="list-style-type: none"> <li>Anyone can watch the recording on the event's feed – even if they didn't register or attend the event</li> <li>Share your content with a broader audience through paid and organic promotion</li> <li>If your content is evergreen, host it on your LinkedIn Page or website</li> </ul>
<p><b>Scale awareness with paid promotion on LinkedIn</b></p> <ul style="list-style-type: none"> <li>Amplify with Event Ads early so that it runs the entire lifecycle of your event</li> <li><input type="checkbox"/> Amplify with Sponsored Content and Sponsored Messaging</li> </ul>	<p><b>Excite your audience</b></p> <ul style="list-style-type: none"> <li> Attendees are notified when the event is one week away and which of their connections are also attending</li> </ul>	<p><b>Cultivate engagement</b></p> <ul style="list-style-type: none"> <li> Encourage speakers to post on your networking tab and interact with attendees</li> <li><input type="checkbox"/> Share event previews on your Page – including Polls, content snippets and reminders</li> </ul>	<p><b>Stay top-of-mind</b></p> <ul style="list-style-type: none"> <li> Attendees automatically receive a final reminder 15 minutes before the event goes live</li> <li>Warm your audience up in the networking tab</li> </ul>	<p><b>Connect with attendees</b></p> <ul style="list-style-type: none"> <li> Nurture your attendees by seamlessly retargeting them in a follow-up campaign</li> <li> Encourage sales reps to connect with high-value prospects on LinkedIn</li> </ul>

 indicates features exclusive to LinkedIn's event formats



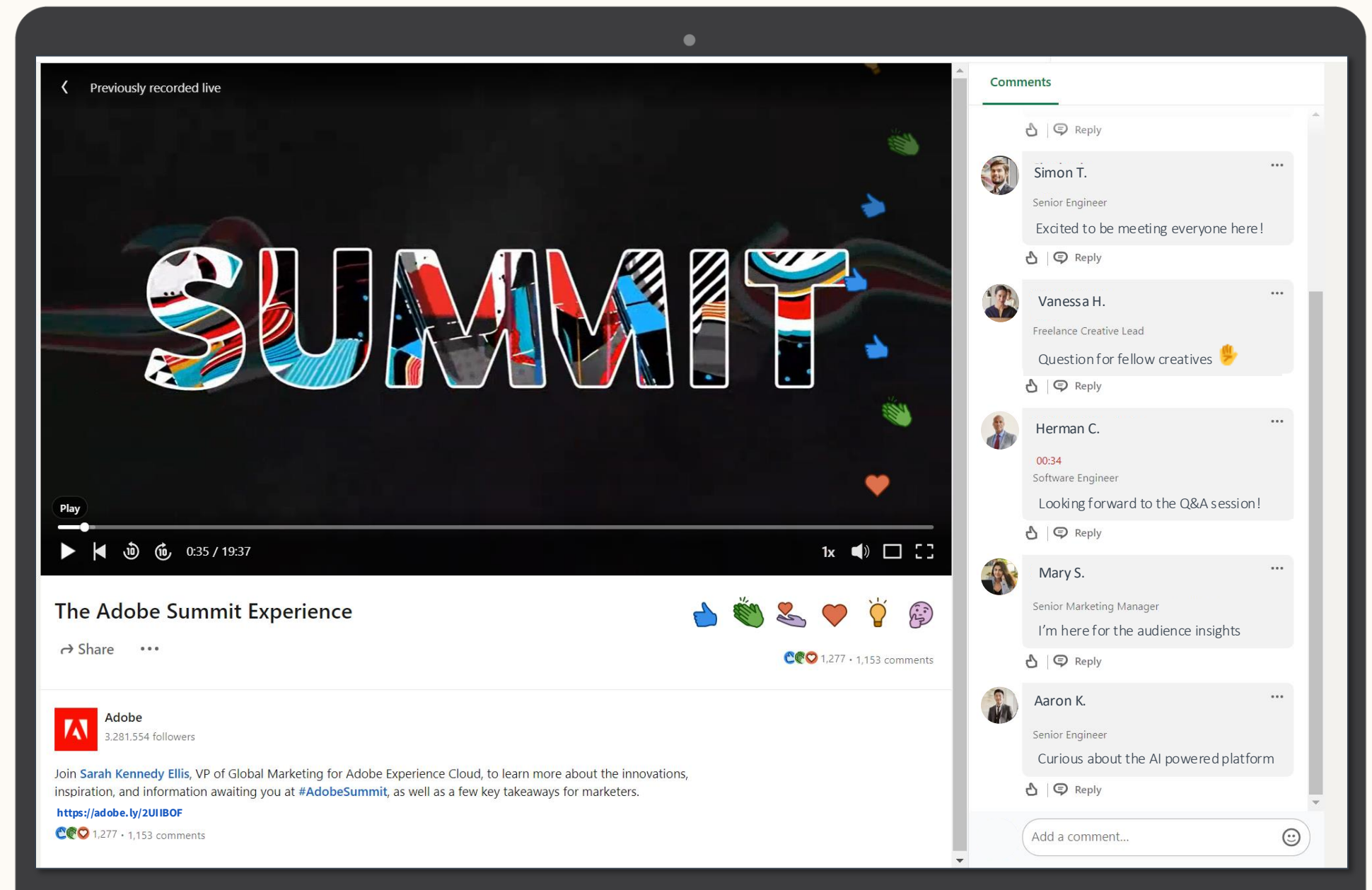


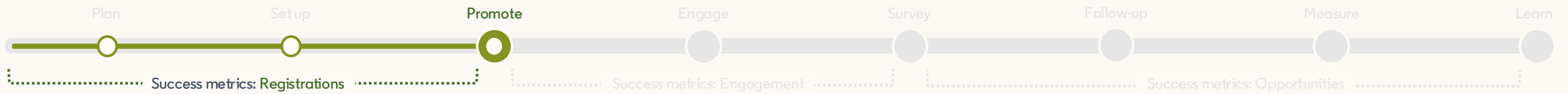
## How Adobe exceeded its event registration goals by 3x with an integrated organic and paid marketing strategy

- Combined organic, paid and LinkedIn Live Events to showcase content leading up to the event: Adobe Summit Online.
- It was the company's first LinkedIn live stream – giving an overview of the online experience, new products and innovations to be presented at the summit.



Break up content to provide a preview of the event





## Event promotion: Organic on LinkedIn



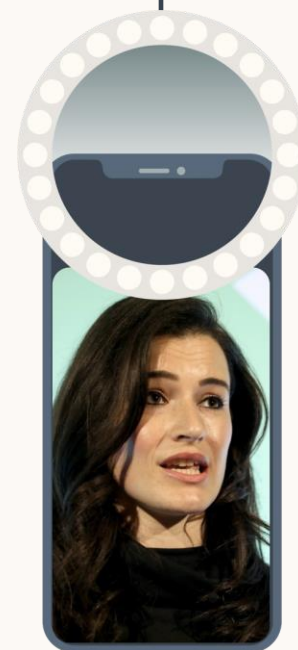
Your LinkedIn Page followers are already engaged with your brand. Leverage this to promote your event to your community:

### Post about your event on your LinkedIn Page

Use a variety of ways such as by featuring speakers and drawing attention to key event content topics through polls and long-form articles

### Get your employees involved in event marketing

Use the 'Notify Employees' feature to broadcast your event post to all your employees. Encourage them to share it with their network to amplify organic reach.

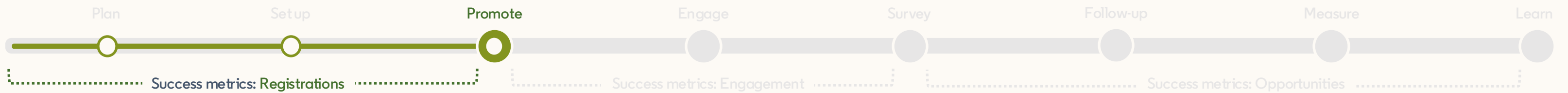


“With other platforms, we’d had 50 to 100 people watching live at any one point. As soon as we went live with LinkedIn, we could see a huge difference. We had thousands of viewers even without paid promotion. It helps that a more relevant audience are already following us on the platform.”

**Sabrina Rodriguez**

Global Head of Digital Marketing, Dentsu Aegis Network

[Full case study](#) ▶

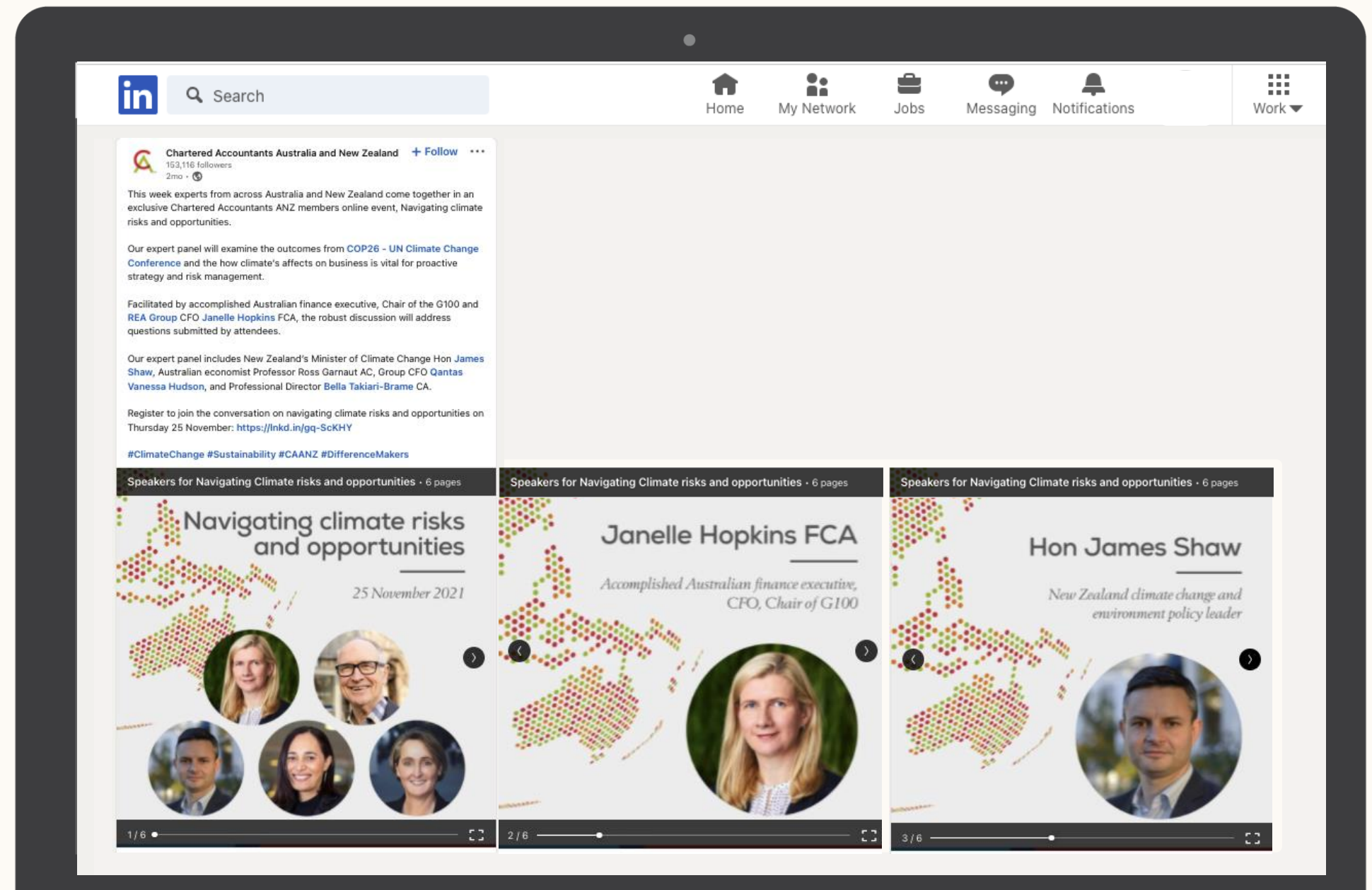


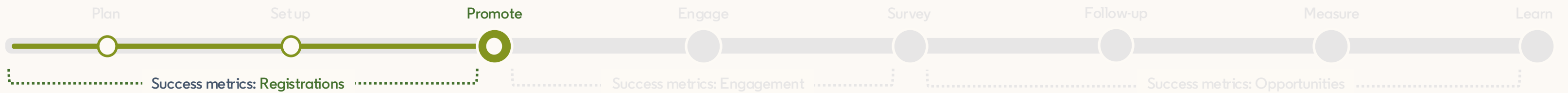
## How Chartered Accountants promoted their event organically on LinkedIn

- Uploaded a document to highlight speakers in the feed while tagging the speakers and companies for greater reach
- Event image effectively showcased the event title, date and key speakers
- Used relevant hashtags to aid organic discoverability



Provide a preview of your event content organically to drive interest





# Event promotion: Paid ads on LinkedIn



Attract the right audience with LinkedIn's paid advertising formats

**Reportable**  
Promoted · Software Development  
Tech-in on the latest AI conversations.

In this month's edition, we're exploring ...see more

Live · In 6d

Wed, Sept 13, 9:00 AM - 12:00 PM ET  
**Accelerate Sales with Trusted AI for Everyone**  
LinkedIn Live  
Renata Suarez, Arnold Kingsley and 3 other connections attending

Register

13k · 101 comments · 68 reposts

## Event Ads

Exclusive to LinkedIn Live, Event Ads are optimized for the entire event lifecycle. The ad dynamically changes before, during and after the event.

## Thought Leader Ads

Sponsor a speaker or thought leader's post.

Promoted by Flexis

Like · Comment · Share

## Carousel Ads

Showcase speakers or event content to drive interest.

## Message Ads

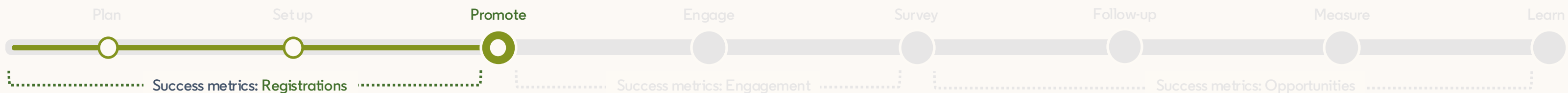
Invite attendees with personalization at scale

Sponsored

CTA

Sender name

CTA



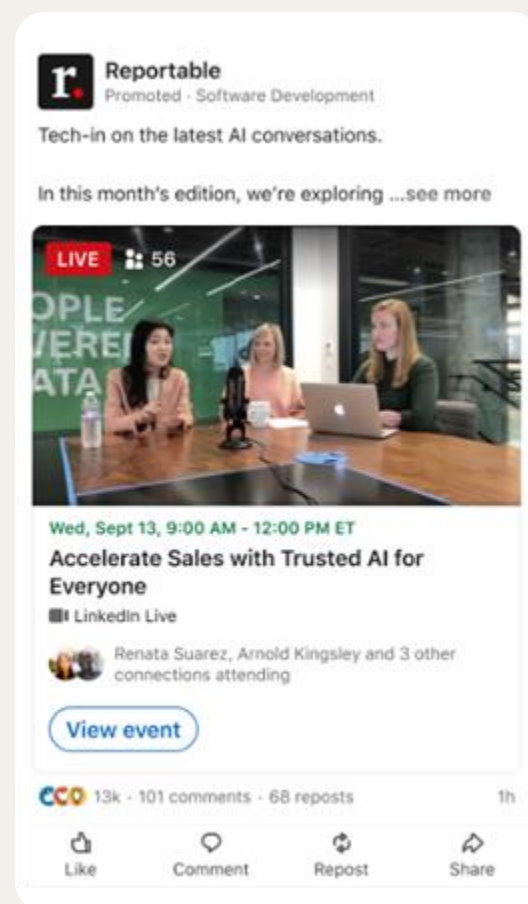
## When hosting a LinkedIn Live, use **Event Ads** to amplify reach and drive up to **40% lower cost per registration**

Event Ads are purpose-built to help you maximise ROI from your event throughout the event lifecycle. With Event Ads, your target audience will dynamically be shown a different ad experience depending on if they're seeing the ad before, during, or after the event.



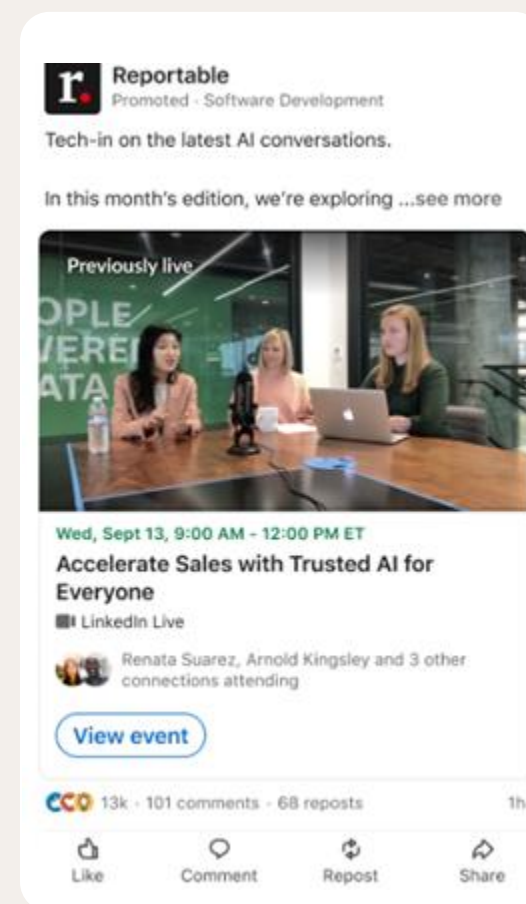
### ▶ Before the event: **Promote**

Drive event discovery and frictionless, single-click registrations.



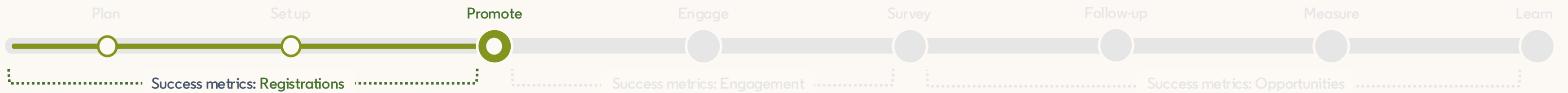
### ▶ During the event: **Engage**

Increase reach and views by delivering your live stream directly to your audience's feed in real time.



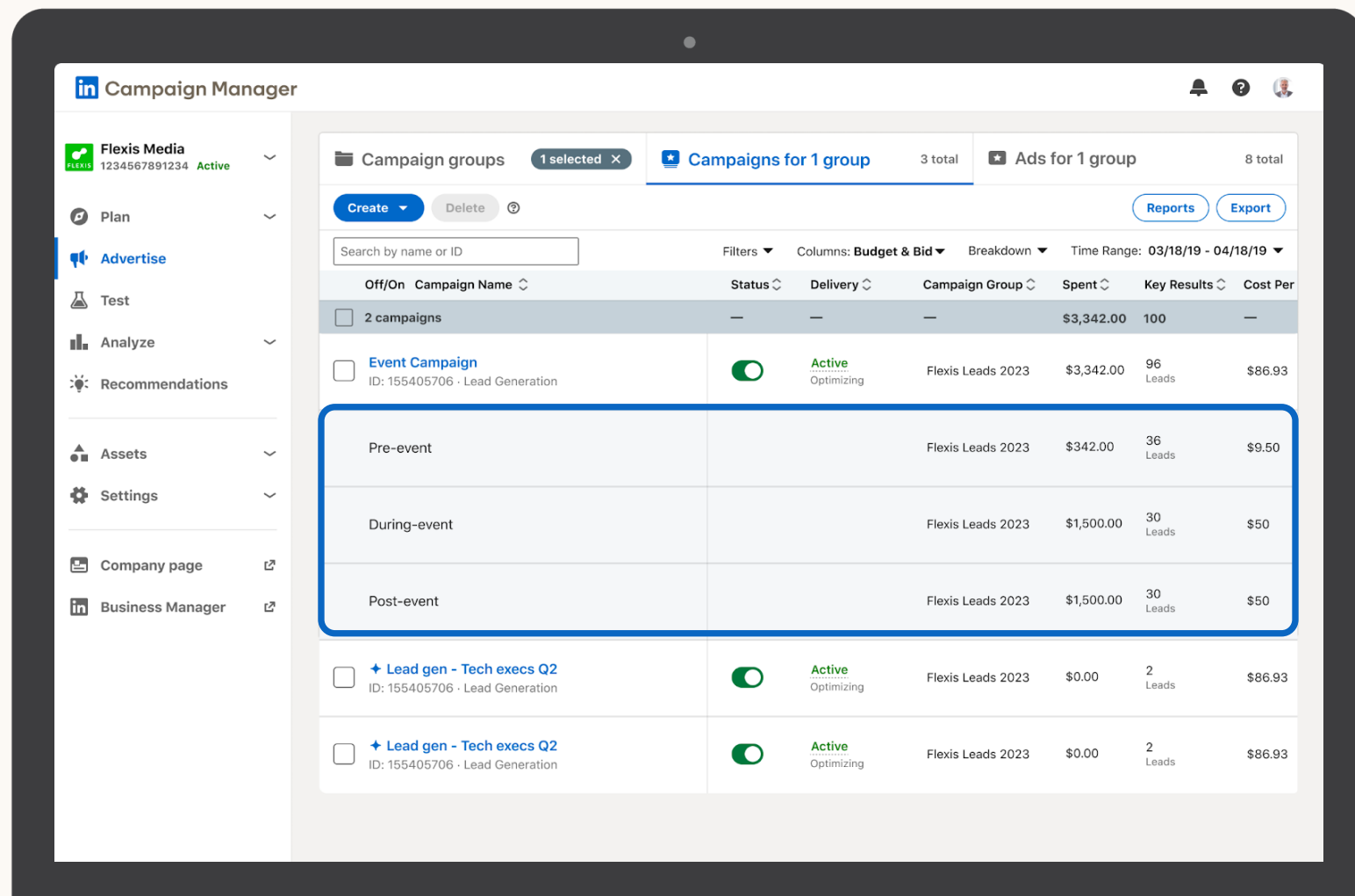
### ▶ After the event: **Momentum**

Promote on-demand playback of your event and build retargeting audiences to drive full-funnel results.

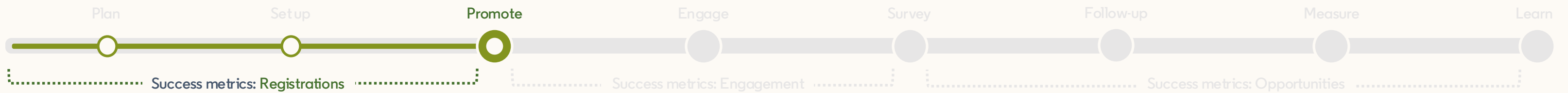


# Event Ads come with **event-specific reporting** to help you measure success

Campaign Manager offers a reporting dashboard by event stage as well as an aggregated view across all event stages.



- **Event Registrations:** Total number of people who clicked “attend event” from your Event Ad
- **Click Registrations:** Clicks that led to an event registration (member viewed an ad, clicked, and registered in the moment or later)
- **View Registrations:** Impressions on ad that led to an event registration (member viewed an ad, did not click, and registered later)
- **Key Result:** Number of times a campaign achieved an outcome based on objective and campaign settings (members clicked through to the Event page)



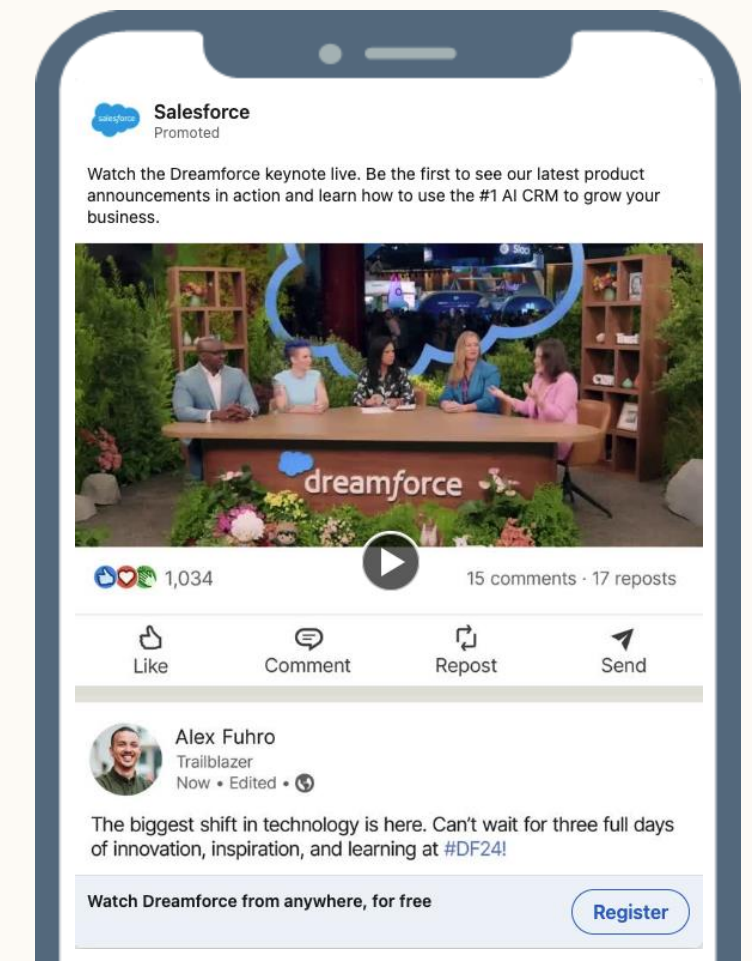
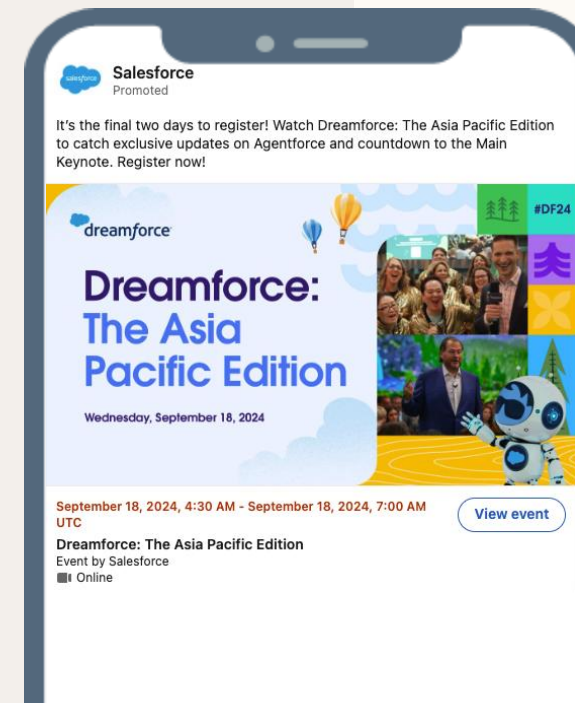
## Promoting a LinkedIn Live event

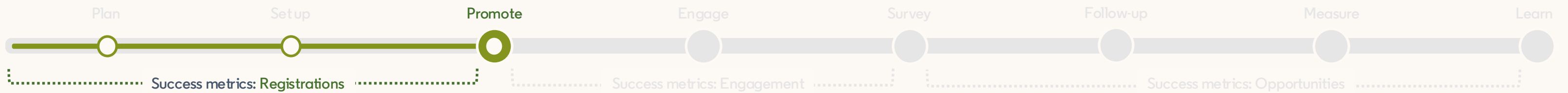
# How Salesforce used Event Ads and Thought Leader Ads to drive attendance, viewership and engagement from Dreamforce 2024

- Balancing the need to achieve maximum number of views possible, while also reaching a qualified audience, growing Salesforce's marketing pipeline and reaching whitespace accounts
- Deployed Event Ads before, during and after Dreamforce, with additional support from Thought Leader Ads
- Achieved 3.4M views at a cost per 5-min+ view that was 30% lower than targeted

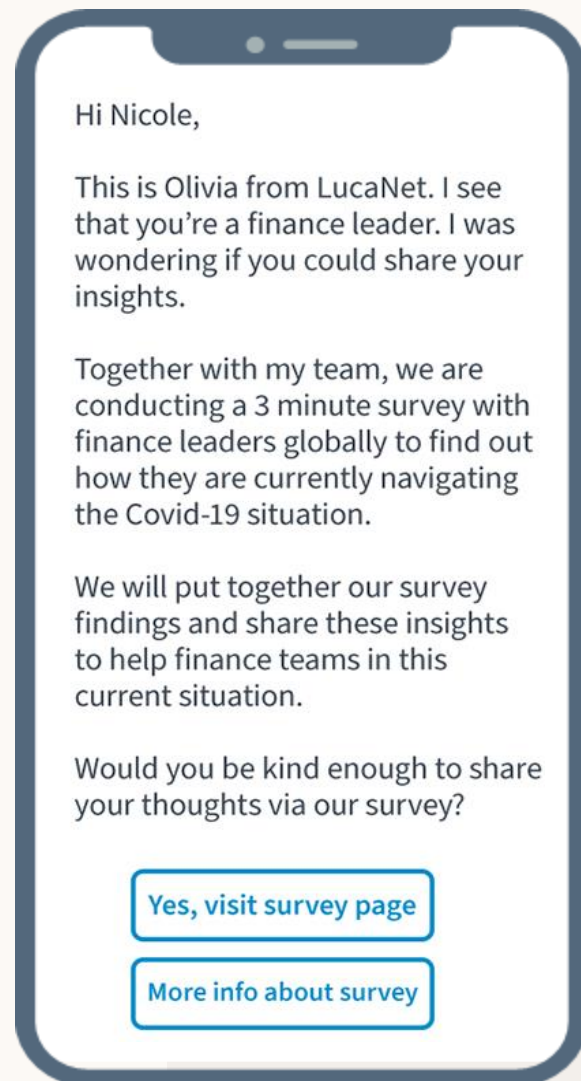


Develop a concerted event marketing strategy across all touchpoints





To supercharge your event marketing strategy, or for events not hosted on LinkedIn, use **Thought Leader Ads**, **Message Ads** and **Carousel Ads** to drive quality registrations



#### Promoting an event not hosted on LinkedIn

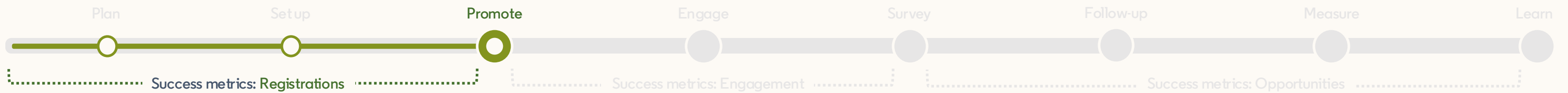
## How LucaNet ASEAN used Conversation Ads to poll audience on key topics for its webinar agenda

- Asked prospects to participate in a pulse survey and share their top-of-mind issues.
- Used these findings to inform the agenda of a live webinar and retargeted respondents to register to attend the webinar.
- Earned a remarkable 53% conversion rate with this approach.



Pique interest by asking questions





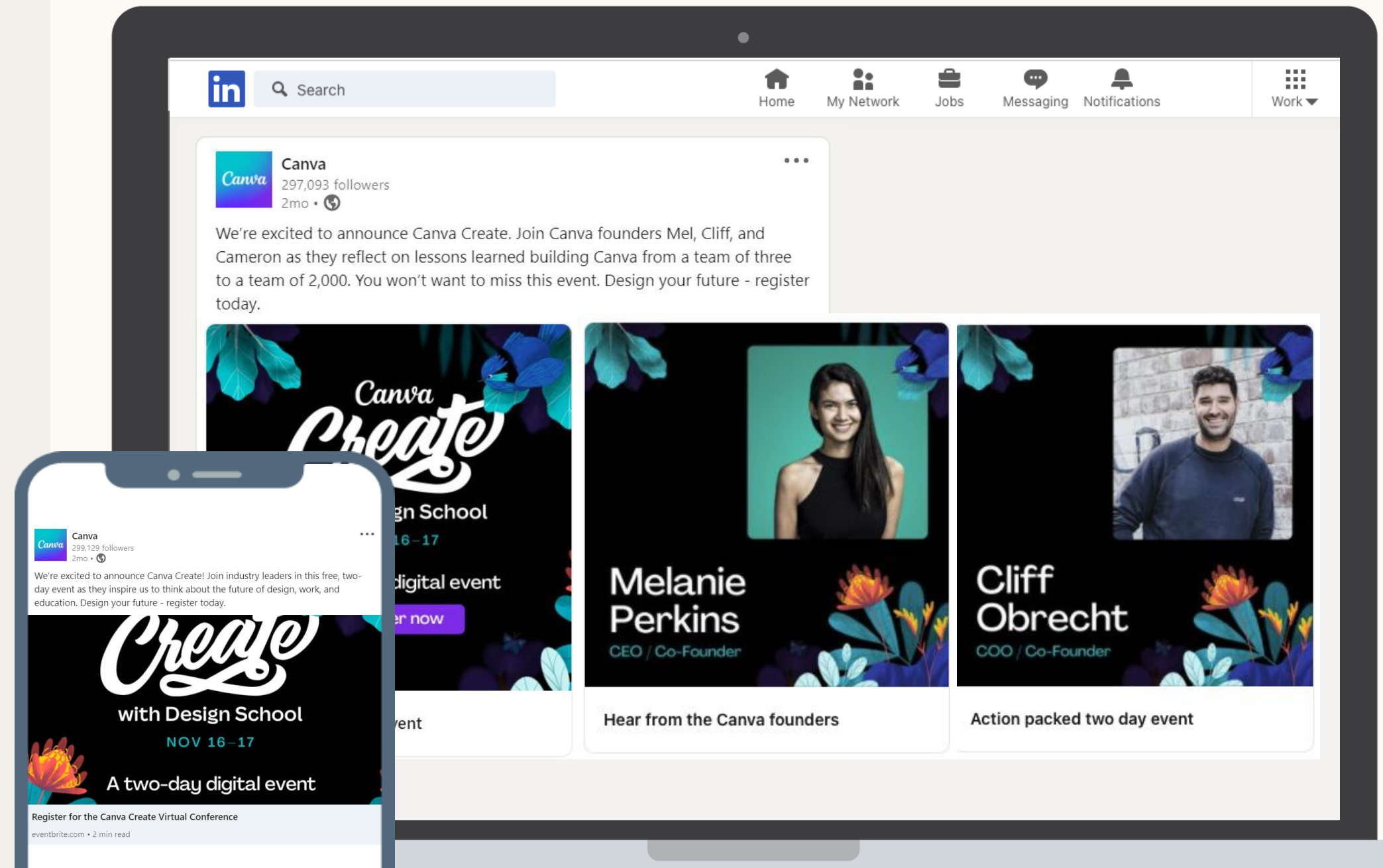
## Promoting an event not hosted on LinkedIn

# How Canva combined Single Image Ads and Carousel Ads to drive registrations

- Ensured a strong, consistent branding across their LinkedIn ads and the event landing page
- Hero image of the ad communicated a clear benefit of attending: connecting with fellow professionals
- Featured a clear CTA to click to register on the landing page



Use multiple ad formats and showcase your speakers



## In summary

### Allow four weeks for optimal event marketing

This gives you sufficient time to reach out to your target audience using a mix of organic and paid media formats.

### Leverage Event Ads to optimally promote LinkedIn Live sessions

Event Ads will dynamically serve a relevant ad experience to your target audience depending on whether they see the ad before, during or after your event.

### Provide an on-demand preview of your event content

Doing so helps audiences understand the value that they will get out of attending the event. It can also generate greater interest.

### Showcase your speakers

One of the top reasons why LinkedIn members attend virtual events is to hear directly from expert speakers. Let your speakers headline your event marketing campaign to draw interest.

### Pique interest by asking questions

Instead of simply pushing your message, engage your audiences by asking relevant questions. LinkedIn ad formats like Conversation Ads, which are inherently interactive, can help.

### Ensure a consistent experience from ad to landing page

A seamless and friction-less experience can help improve registration rates.

# Engaging, measuring and reporting success

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Proving impact and distilling  
learning insights for future events





## To keep your virtual event attendees engaged, give them what they want

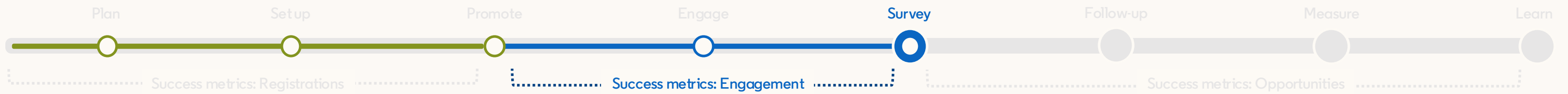
Why LinkedIn members attend virtual events	Virtual event engagement strategies Choose to keep it simple or go the whole nine yards		
To hear content presented in real-time	Vary your storytelling format by interspersing presentations with fireside chats and other formats.	Provide multi-media resources beyond presentation decks. Think: podcasts, an infographic pack and more.	Gather user-generated content to get your attendees involved in content development for your event.
To network/connect with other professionals	Encourage use of the live chat by getting attendees to introduce themselves and interact in the chat.	Play 'This or That' with attendees using the poll function to have them respond to your questions.	Use gamification as an interstitial moment, such as in the form of a holding room activity.
To interact with speakers	Set aside time for Q&A so that speakers have at least 10-15 minutes to address attendees' questions.	Offer a post-event FAQ to share speakers' responses to questions they didn't get to answer during the live Q&A.	Use a meeting scheduler tool to set up 1:1 sessions between interested attendees and speakers.
To speak directly to a brand rep about products/services	Allow attendees to sign up for 1:1 sessions after the event.	Create smaller groups for deeper engagement using breakout rooms.	Provide 'office hour' resources in the form of an expert or mentor after the event.

Resources:  
Low

Resources:  
Average

Resources:  
High





## Before they leave: Event survey



Use post-event surveys to gather both qualitative and quantitative performance data, such as Net Promoter Score and Net Satisfaction Score.

Content relevance	Rate how relevant the following event topics were to you and your business
Event component satisfaction	Rate your satisfaction with each event component (e.g., keynote session, networking, content, breakout sessions)
Objective statement relevance	Craft a statement based on your event objective (e.g., “I connected with sales reps and would like to learn more about their products and services”) and ask attendees: Rate how relevant this statement was to your experience.
Purchase intent	Did this event increase the likelihood that you’ll make a purchase with us in the next 3 months?
Business impact	Has this event enabled you to make a greater impact on your business?



# After the event: Continue the conversation



Build on the engagement your event generated to keep nurturing audiences

## Keep your Event Ad running for 2 weeks

Your Event Ad would have dynamically changed to a post-event one that is optimized to drive views to your on-demand recording.



Before the event



After the event

## Retarget event attendees

Create a custom audience of people who engaged with your event. Retarget them to continue nurturing them towards your desired marketing outcome.

### ← Create event audience

Create an audience of people who engaged with your event.

#### How did they engage?

- ✓ People who marked themselves as "attending" the event
- People who viewed at least 2 seconds of your event ad
- People who viewed at least 25% of your event ad
- People who viewed at least 50% of your event ad
- People who viewed at least 75% of your event ad
- People who viewed at least 97% of your event ad
- Any interactions with your event ad
- People who performed chargeable clicks on your event ad



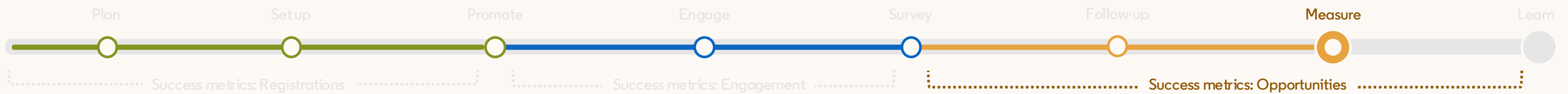
## Analyse your event metrics to learn and refine your virtual event strategy

### 01. Registration diagnostics

To help you understand how many registrations you attracted from your Event Ad and if these registrations were from your target audience, Campaign Manager Analytics offers:

- **Number of registrations:** Total number of people who clicked “attend event” from your Event Ad
- **Registration rate:** Number of people who registered as a function of number of people exposed to your ads
- **Registration demographics:** The professional attributes of registrants as an indication of quality of registrations
- **Registration attribution:** Where registrations came from, to help you understand which channels were most effective in driving registrations

Campaign Name	Spent	Key Results	Cost Per Result	Event Registrations	Click Registrations	View Registrations
50 campaigns	\$12,000.18	1,321	0.10%	801	567	234
Flexis Con 2020 Event Campaign	\$12,000.18	1,321	0.10%	801	567	234
FixDex Life Sciences NAME ...ign ID: 9532102 - Sponsored Content	\$12,000.18	1,321 Engagements	0.60%	-	-	-
FixDex CXO ADS Campaign CID: 45360423 - Sponsored Content	\$12,000.18	1,321 Engagements	0.40%	-	-	-
FixDex CXO ADS Campaign ID: 9532102 - Sponsored Content	\$12,000.18	1,321 Engagements	0.10%	-	-	-
FixDex CXO ADS Campaign ID: 9532102 - Sponsored Content	\$12,000.18	1,321 Engagements	0.10%	-	-	-

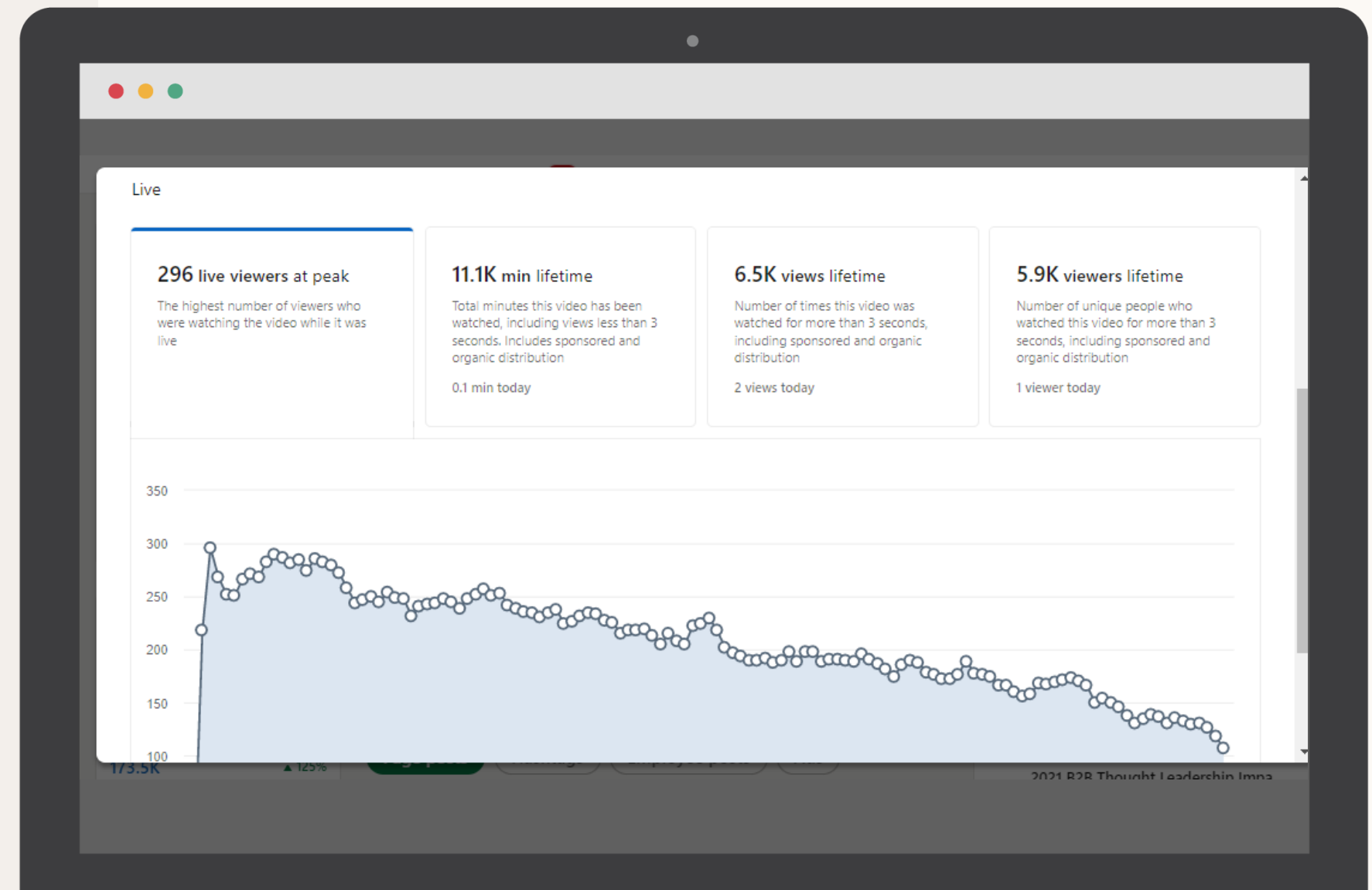


## Analyse your event metrics to learn and refine your virtual event strategy

### 02. Viewer engagement

While registrations indicate pre-event interest levels, viewership reflects the actual attendance. It also helps you understand how engaging your event was:

- **Number of viewers:** Number of people who viewed your event live and on-demand
- **Minutes viewed:** Total minutes the video has been watched for more than 3 seconds
- **Attendee demographics:** To determine the quality of viewers, gain visibility into the top viewers from company and job title and the percentage of viewers matching your key audience
- **Engagement levels:** Comments, reactions, shares, event post click-through rate, and event post engagement rate





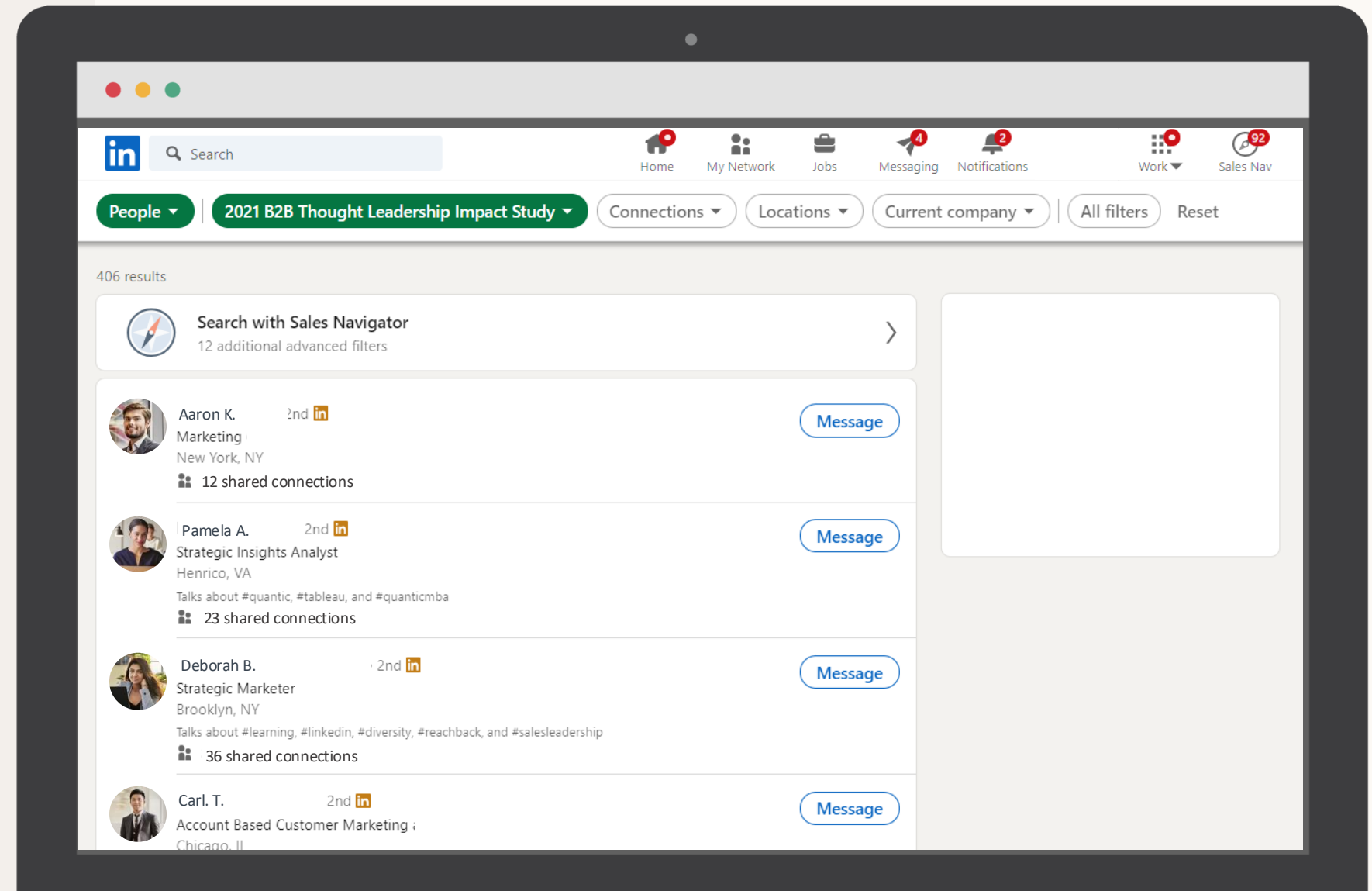


## Analyse your event metrics to learn and refine your virtual event strategy

### 03. Key results

Through your event, you may have deepened engagement with key prospects. A sales intelligence tool like LinkedIn Sales Navigator can enable your sales team to connect directly with attendees and start a sales conversation.

- **Sales leads generated:** If a registration form was used, you can download leads to access lead quality.
- **Sales opportunities to network:** Determined by comments between sales representatives and customers during the event
- **Marketing opportunities:** Number of new Page followers





## Debrief and learn: Post-event analysis



Prepare and share an event debrief document with team members and stakeholders. This could include:

Event measurement	Data and insights from measurement activities
Internal feedback	Feedback from internal stakeholders and the event team
Key analysis	Assessing overall event success and effectiveness against event objectives
Actionable recommendations	Follow-up sales and marketing opportunities as well as learning points for the next event

## In summary

### **A virtual event doesn't have to be fancy to be engaging**

Understanding what motivates LinkedIn members to attend a live-streamed event can help you develop the right engagement strategy even if you have limited resources.

### **Run post-event surveys to gather qualitative and quantitative data**

Be purposeful in structuring your post-event survey questions. This can provide insights on content relevance, message resonance as well as Net Promoter Scores etc.

### **Report pre-event success in terms of registration diagnostics**

Beyond total registrations, it's also worthwhile to study registration demographics as an indication of audience quality as well as channel attribution to understand which marketing channels performed the best.

### **Report event success in terms of viewer engagement**

In addition to total views and engagement, understanding peak viewership can provide insights on content or speaker relevance.

### **Report post-event success in terms of key results and opportunities**

Tracking sales leads generated as well as opportunities for sales teams to connect with high-quality prospects are good ways of proving marketing impact.