

Live Event Ads Overview

Drive reach, views, and results for your LinkedIn Events with your target audience using new features.

What are live event ad features?

Our new live event ad features allow advertisers to seamlessly **promote a LinkedIn Event to the target audiences that matter most before, during, and after the LinkedIn Event takes place with an immersive ad experience**, all through one campaign. The ad creative will dynamically change to display a single image before the event, video live stream during the event, and video replay after the event.

Live Event Ads Features and Benefits



Increase Event Attendees:

Drive members to your event page to learn more and click "Attend." Event attendees will receive reminder notifications 7 days, 3 days, 15 minutes before your event and when the event starts.



Drive Event Views:

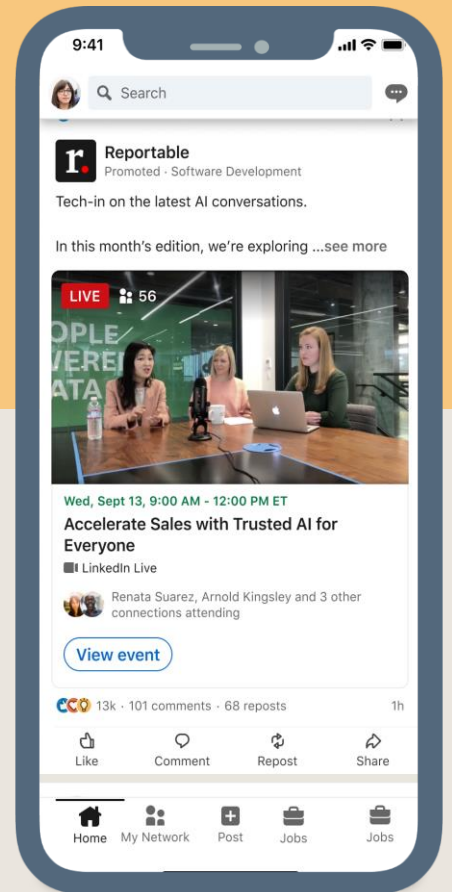
Deliver a **scroll-stopping video livestream or video replay directly to your target audiences' feeds** to encourage them to watch your LinkedIn Event.

Tip: Maximize reach during your event with accelerated delivery.



Build Retargeting Audiences:

Create **retargeting audiences based on event RSVPs, engagement, and views** to continue connecting with your audience and moving them down the funnel.



How does it work?

1. **Create a LinkedIn Event** from your page
2. **Create an event ad campaign** in Campaign Manager. The ad creative will use information from your LinkedIn Event. You have the option to enable accelerated delivery to spend your budget as quickly as possible to maximize delivery
3. **Launch your campaign!**
4. **Evaluate results** in Campaign Manager and Event Analytics

What are some best practices?

- ✓ Follow [best practices for your LinkedIn Event](#), including preparing a proper setup with any streaming partners used and creating a robust LinkedIn Event page
- ✓ To ensure your event ads have the live event ad features enabled, **create net new event ads after receiving product access**
- ✓ Launch your event ads **at least 2 weeks before** your event to drive attendees and **at least 1 week after** your event to drive video replay views
- ✓ If you want to maximize video views, regardless of if they occur during or after your event, run your event ads with standard delivery. **Use accelerated delivery only if you want to maximize videos views during your event specifically**

Live Event Ads The Event Itself

Need more help with LinkedIn Live setup? From gaining the right access level to creating your event page to attracting attendees, here are the essential steps for bringing your virtual event to life on LinkedIn.

Setting Up a LinkedIn Event in 5 Steps

STEP 1 Become a Page admin

- Only LinkedIn Page admins can set up an event on behalf of an organization; **you will need to ensure you have this level of access first.**

Tip: If you do not have Page admin access, connect with the internal person responsible for your LinkedIn Company Page (it could be someone on the social team, like a social media manager).

STEP 2 Navigate to the “Create an event” button and enter info

- From the admin view of your Page, you will see a panel on the left side. One of the options on this panel will be Events. Click the Add icon in this section. A Create an event window will pop up.
- Follow all steps [at this link here](#) to ensure proper set up.
- After filling out this information, click next, and a what do you want to talk about field will appear. **Whatever you type in this field will appear in the Share box when promoting your event.**
- Finally, select the LinkedIn members you would like to share the post with and click post to create the event.

STEP 3 Attract your audience, directly and indirectly

When you set up your event, LinkedIn will create a unique event URL, this can be shared widely to generate awareness and drive registrations.

Recommended methods for spreading the word:

- Create a LinkedIn Event Ad: Event ads allow you promote LinkedIn Events from your Page to a defined audience in a Sponsored Content ad format. Event ads are displayed in a member’s LinkedIn feed on desktop and mobile devices and are optimized to highlight the most important “must-know” event details, such as the name of the event, host, date, and time. Learn more about creating a LinkedIn Event Ad Campaign.
- Share the event URL on your Page feed to reach your followers. Adding images or video will help it stand out. Consider targeting the post to the most relevant subsets within your audience, whether by job title, industry, seniority, language or location.
- Share the event URL with your personal network to attract friends, colleagues and peers who might be interested.
- Use traditional demand generation tactics, such as email and paid ads. Again, each event you create on LinkedIn becomes a landing page that you can promote just like any of your other landing pages.
- Invite your first-degree profile connections to attend (this capability is only available for Page admins).

Tip: with all forms of virtual event promotion, make sure to be clear about what the event is, why you are doing it, types of professionals it might be valuable for, and what the audience will gain. Utilize strong headlines to attract your target audience.

STEP 4 Engage your audience

With LinkedIn Events, event organizers can continually engage and nurture attendees before, during, and after the event.

- **Before** the event, use the event page to start and join conversations relevant to the topic at hand. Recommend key posts, poses questions, conduct polls and more in the event feed. You can notify registered attendees up to two times per week – a feature unique to the LinkedIn platform.
- **During** the event, share key images, quotes, stats, or other memorable moments to the event feed and moderate the comments in the live stream.
- **After** the event, send through a survey link, conduct a follow-up poll, and share concise takeaway resources for attendees who couldn't attend or may want to revisit the content.

Tip: The more you can stay top-of-mind, reinforce the value of attending, and foster a sense of community around your event, the more people are likely to show up and participate.

STEP 5 Launch your event

When the big moment comes, you will want to be ready for it. If you’re choosing to stream live into your LinkedIn Event using LinkedIn Live, you’ll **simply open your third-party broadcast tool and send the stream to your Event, rather than your Page.**

- Your event attendees will be sent a notification on LinkedIn and an email to the address connected with their LinkedIn account, letting them know that the Event is now live.
- Let the Show Begin! That’s really all there is to it. We’ve worked to make the setup process as frictionless as possible so you can focus your time and energy on creating great content and thoughtful promotion for your event.

Check out our [Guide to Hosting Events on LinkedIn: Using LinkedIn Live and LinkedIn Events](#).

In this guide you can dive deeper into topics such as picking a focus of the event, best-in-class examples, what actions to take to maximize success, and more.