



# Turning In-Person Events into Virtual Experiences on LinkedIn

**LinkedIn** Marketing Solutions

# Marketers are going virtual. So are events.

As the business world has almost completely moved to the virtual realm, it's more important than ever for marketers to find ways to enable meaningful real-time human interaction. After all, relationships are at the heart of building the relationships that matter.

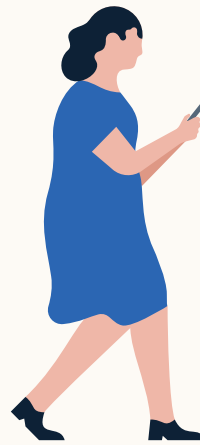
While we can't interact in person, we can still stay connected to our communities.

Clearly this is top of mind for marketers. We recently surveyed hundreds of marketers and 69% indicated “switching in-person events to virtual events” as a top challenge. Marketers noted this as their second biggest concern over the next three months, just behind budget cuts. Meantime, 40% of the marketers we surveyed have already — or are planning — to move events to a virtual/online format.



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The question is, how can marketers deliver an equally engaging virtual experience and still achieve their objectives?

# Introducing LinkedIn Events for Pages

## LinkedIn Events

With LinkedIn Events, marketers can bring their professional community together, safely in real time. LinkedIn Events helps marketers deepen relationships with target audiences by bringing their professional community together via a **closed and invitation-driven event** on LinkedIn.



## LinkedIn Live

LinkedIn Live helps marketers drive unprecedented reach and brand awareness by bringing their professional community together via a **public and discoverable event** on LinkedIn. Through third-party broadcaster tools, brands can live stream video content from the LinkedIn platform directly to their Page followers.



Perhaps you're looking to build awareness with new audiences. Or maybe you want to strengthen relationships with target audiences. Either way, marketers can take advantage of tighter integration between our **two virtual event solutions** — **LinkedIn Live and LinkedIn Events** — to better stay connected with their professional community. That's right: marketers can now stream to both LinkedIn Event attendees and Page followers using LinkedIn Live.

Now these two virtual event products work together, allowing marketers to stream live video content directly to their LinkedIn Event attendees and Page followers. Currently, third-party broadcast tools that integrate with LinkedIn Live and LinkedIn Events include Streamyard, Restream, Wirecast, Socialive, and Switcher Studio. Wowza is coming soon.

LinkedIn Live is seeing **23X more comments per post**  
and **6X reactions per post** than native video

[Determine which LinkedIn virtual event product to use, and when](#)



[How to use LinkedIn Events with LinkedIn Live](#)



Behind the scenes

# How the LinkedIn Media Productions team went live overnight



[Chris Packard](#), Senior Streaming Producer for LinkedIn, shares his team's experience and pro tips on how marketers can effectively make the shift to virtual.

## Question

You shifted all events online virtually overnight. How did you make it work without a studio and fancy camera set-up?

## Answer

**StreamYard is our secret.**

This tool is used predominantly by broadcasters on LinkedIn Live, and is ideal for virtual, home environment interviews. We've adopted StreamYard broadly across our team.

The StreamYard cloud basically serves as **four operators in one account**. For an in-person event, you'd need a producer, a technical director who's switching cameras, someone managing the audio levels on all the presenters, and someone handling the streaming. With StreamYard, a single presenter can do this all online!

“One of the great things about StreamYard is that it's designed for DIY projects.”

## Question

How do you recreate the magic of in-person events when everyone is virtual?

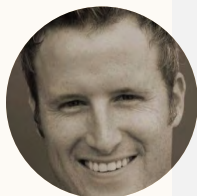
## Answer

Interactions and communications are very different when you go virtual. It can be difficult to pick up on physical cues and reactions because you can't see or hear your audience.

That's where the **chat functionality of LinkedIn Events** comes in. The more you can encourage attendees to submit questions and interact with others, the more they're going to feel involved and invested — and stick around longer.

**Pro tip:** Even if an attendee doesn't submit a question, they likely want to hear other people's questions answered. I recommend asking someone from your team to moderate the chat stream, answer questions, and also feed questions in real-time to the presenters.

You can also conduct audience polls throughout the broadcast to keep the audience engaged. For example, ask at the beginning of the broadcast, "Where's everyone tuning in from today?" or "What type of B2B Marketer are you?" to quickly understand who you're speaking to and tailor your messaging accordingly.



"Rather than hearing a lecture, I want to feel like I'm a fly on the wall of a really insightful conversation."

– Chris Packard, Senior Streaming Producer, LinkedIn

## Question

What are the essentials for setting up a home studio?

## Answer

- **A hardline internet connection.** Make sure your internet upload speed is over 10 megabits per second. Run tests to ensure your at-home connection is solid.
- **A camera other than your webcam.** You can choose from many options available for purchase online. I use a Logitech camera but am also setting up a wireless DSLR.
- **Good lighting.** Back up your computer to a window so you face the window when using it. This allows your face to be lit by natural light. You can also buy a ring light online and place it next to or behind your computer.
- **Clear audio.** To ensure the audience can hear you clearly, airpods work really well — just make sure they're charged. A podcaster mic works too.



## Question

What are your top 3 tips for marketers going virtual?

## Answer

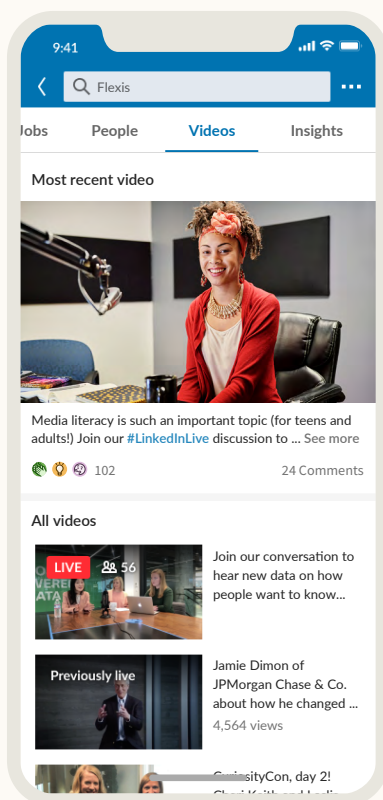
**1. Pave the way for optimal presentations and schedule speaker rehearsals.** Make sure all presenters are set up with the home studio essentials listed above so everyone's presentation quality is consistent.

If possible, provide production packs — such as branded boards, blocks, mugs, tripods, lights or even a small camera — to help your speakers increase the quality of their recordings from home.

Be certain to check all speaker technology ahead of the broadcast. Different companies have different levels of IT restrictions, which can be a challenge. And just as for in-person events, leave room in the schedule for speaker rehearsals.

**2. Close all other computer windows or programs.** Remind all presenters to close all applications on their computers that send notifications (i.e., email and chat). Otherwise, attendees will hear the notifications through the speaker's mic during the presentation.

**3. Don't worry about perfection.** Going live is exciting — anything can happen! Expect and accept mistakes. In fact, it's preferable to a scripted broadcast because live comes across as more authentic and relatable.



Hosting a virtual event in a work-from-home world



## Pro tip

To get more mileage out of your virtual event after it's over, keep the conversation going with the “Videos” tab — a dedicated hub for a Page's organic video content that can be accessed by all members of your community. As virtual events become the norm, the “Videos” tab helps you extend the shelf life of your digital video content.

## Case study

# How Adobe shifted a Las Vegas conference to LinkedIn Live in less than 30 days

If you're still wondering about how to successfully embrace virtual events, take inspiration from Adobe.



Every year, Adobe hosts the Adobe Summit in Las Vegas. The large-scale corporate event is designed to communicate the company's vision, showcase new products, and bring the Adobe community together.

In March 2020, Adobe had more than 500 sessions planned across four venues on the Las Vegas Strip, with more than 23,000 attendees expected. TechCrunch reported that, combining sponsors, partners, and Adobe personnel, the summit involved more than 40,000 hotel rooms — before it suddenly became clear that Adobe Summit could not go forward as an in-person event.

"We immediately knew that we needed to expand our digital marketing efforts to focus on a much larger global audience," said Brittany Mosquera, Adobe's Director of Event Marketing.

The event marketing team increased both organic and paid social efforts with LinkedIn to create and showcase content leading up to the launch of the online Summit event.

The company's first-ever LinkedIn Live session was hosted by Sarah Kennedy Ellis, Vice President of Global Marketing for Adobe Experience Cloud, from her home.

Pre-registrations for the event were **3x higher** than the company's initial goal. Within 24 hours, the session had garnered **28,400 views** and over **2,000 reactions and comments**.

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“We found a great audience and we got good cost-per-click and click-through rates. LinkedIn really helped us get the content out there.”



**Alex Amado**

Vice President of Experience Marketing, Adobe

“We look forward to strengthening our partnership with LinkedIn to deliver more online events in the future. We plan to include more streaming, Sponsored Content, Message Ads campaigns, and more LinkedIn Live [streams] to capitalize on our event marketing.”



**Brittany Mosquera**

Director of Event Marketing, Adobe

## Key learnings for future virtual events

Audience feedback gathered on LinkedIn during and after Summit is helping guide the Adobe team as they plan future LinkedIn Live streams and virtual events.

According to Brittany Mosquera, Director of Event Marketing for Adobe, the biggest learnings were:

- 1 The importance of producing short, consumable videos
- 2 Allowing attendees to personalize their journey with content recommendations
- 3 Enabling attendees to engage in live interactions with each other



# Host your next event on LinkedIn

Now you can stay connected to your communities and meet your customers where they are. As the business world and marketers shift from in-person conferences to virtual events, it's important to use the right tools and practices to bring your professional community together online — and at scale. By taking advantage of the tight integration between LinkedIn Events and LinkedIn Live, you can do just that.

Get started



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