

# With LinkedIn, Adobe Exceeds Goal for Its Virtual Event



## The challenge

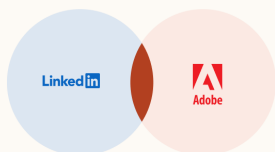


## 23,000 attendees to host, then a pandemic

Adobe was prepared to host more than 23,000 attendees at its annual Adobe Summit when the company made the decision to cancel and pivot to an online event — only one month before.

## The solution

To prepare for Adobe Summit Online, Adobe immediately made efforts to:



- ✓ Expand digital marketing efforts
- ✓ Create and showcase organic and paid social content on multiple channels such as LinkedIn

“ The marketing that you do for a live event is not at all the same as the marketing that you do for an online event. ”



Alex Amado  
Vice President of Experience Marketing, Adobe

## The results

The potential for digital event attendance is even greater than in-person events. Adobe saw:

**28,400+**

views within 24 hours of its first-ever LinkedIn Live

**3x**

higher pre-event registrations vs. initial goal

**40M+**

social impressions

**700,000+**

views

**2,000+**

reactions and comments



## Key learnings for virtual events from Adobe

1

The need for live content in much shorter consumable videos online

2

Allow attendees to personalize their journey with content recommendations

3

Encourage attendees to have live interaction with other attendees

