The LinkedIn Event Framework

LinkedIn Marketing Solutions

Virtual events have taken off in a big way, with no signs of slowing. Despite our abrupt introduction to virtual events, all across the world, event organisers have ridden the wave of change well. We've learnt a lot along the way and, perhaps most of all, have come to the realisation that virtual events are no longer a Plan B. They are the future.

This guide was created to help you navigate the way forward. 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

Moving forward with purpose

Introducing the LinkedIn Event Framework

The LinkedIn Event Framework

Whether or not you are organising a LinkedIn Live Event, this framework is built on universal principles that you can apply to your next event.

Before the event

Plan

Event objectives, format & type, team roles & responsibilities

Set up

Platform selection, training & rehearsals

Promote

Event marketing

Success metrics

Registration diagnostics

Number of registrations, registration rate, quality of registrations

During the event

Engage

Engagement strategies

Survey

Attendee survey

Success metrics

Viewer engagement

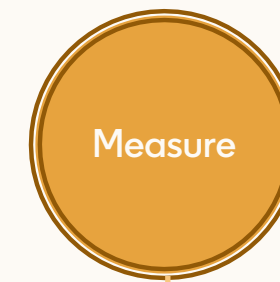Number of viewers, viewer rate, quality of viewers, peak viewership, engagement levels

After the event

Follow-up

Marketing actions & sales actions

Measure

Marketing impact

Learn

Debrief & learnings

Success metrics

Post-event opportunities

Sales leads, sales opportunities to network, post-event actions by attendees
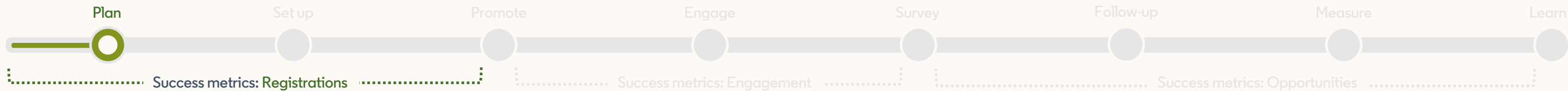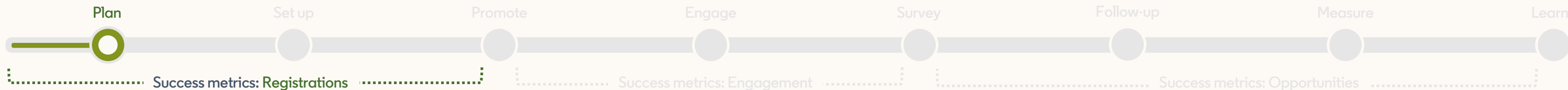
Plan to succeed:
Event format

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
Product Awareness	"I want to demonstrate value"	Webinar
Lead Generation	"I want to build product interest"	Product workshop

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Plan to succeed:
Event type

Determine if a virtual, hybrid or in-person event would best suit your needs and objectives

Event type	Great for…	Not great for…	Say 'yes' if…
Virtual events	• Global reach • In-depth learning • Hyper-relevant content	• Deep connections • Organic networking • Ceremonial recognition	• You want the greatest possible audience reach • You want a highly measurable event experience • Meeting in person is not realistic or feasible
Hybrid events	• Optimised for accessibility • Global reach	• A sense of togetherness	• You want the event to be inclusive to everyone's needs • It is possible for some attendees to meet in person
In-person events	• Deep connections • Organic networking • Ceremonial recognition	• In-depth learning • Everyone in one room	• Your content is only meant for those in the room • There is a need to celebrate a specific individual or audience • It is feasible for everyone to meet in person

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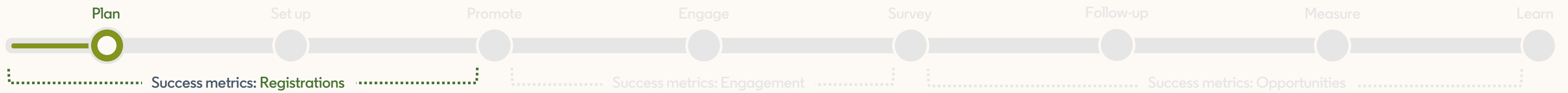
Plan to succeed:
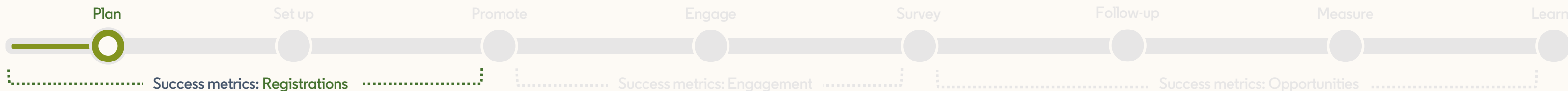## Live or pre-recorded?

Live

- 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

- 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

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

- 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

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Plan to succeed:
The case for live events

▶ **Live streamed events on LinkedIn generally earn longer watch times than pre-recorded sessions.**

2.6x

1.7x

1.4x

■ Live

▪ Pre-recorded

ANZ   India   SG
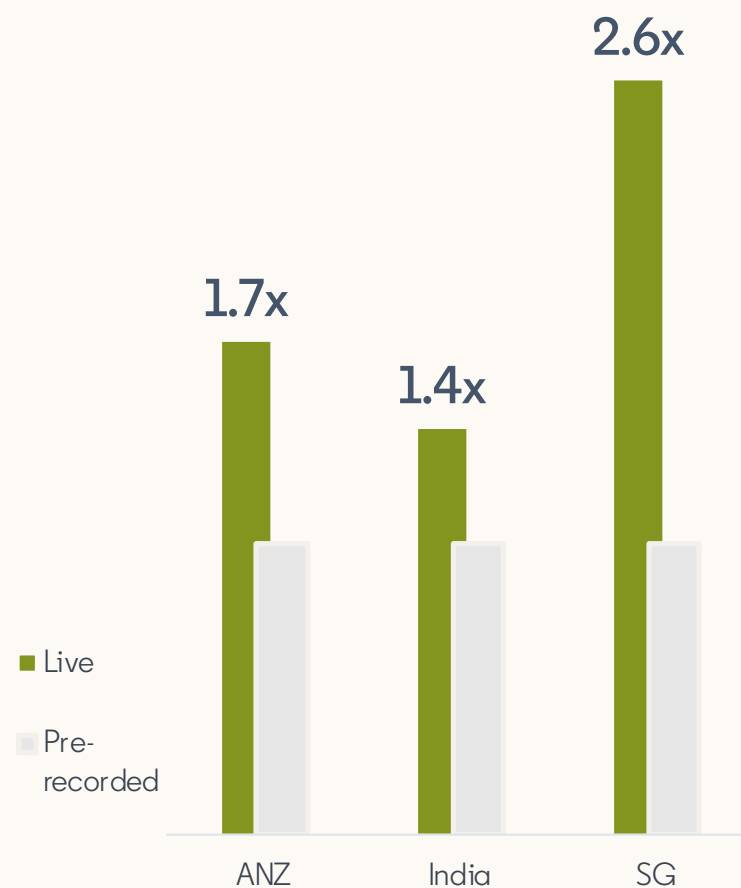
"I manage live streams on a number of different channels. And I'm seeing a 10x increase in reach and probably a 20x+ increase in engagement within LinkedIn over other social media platforms."
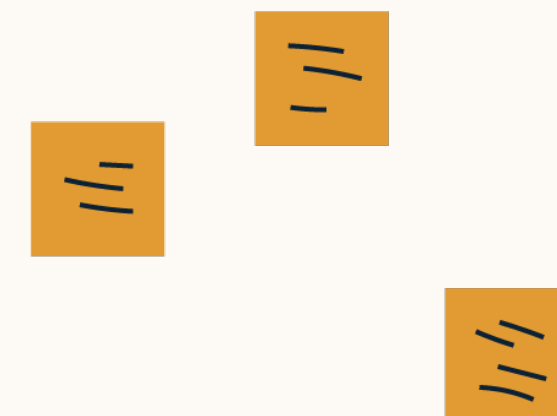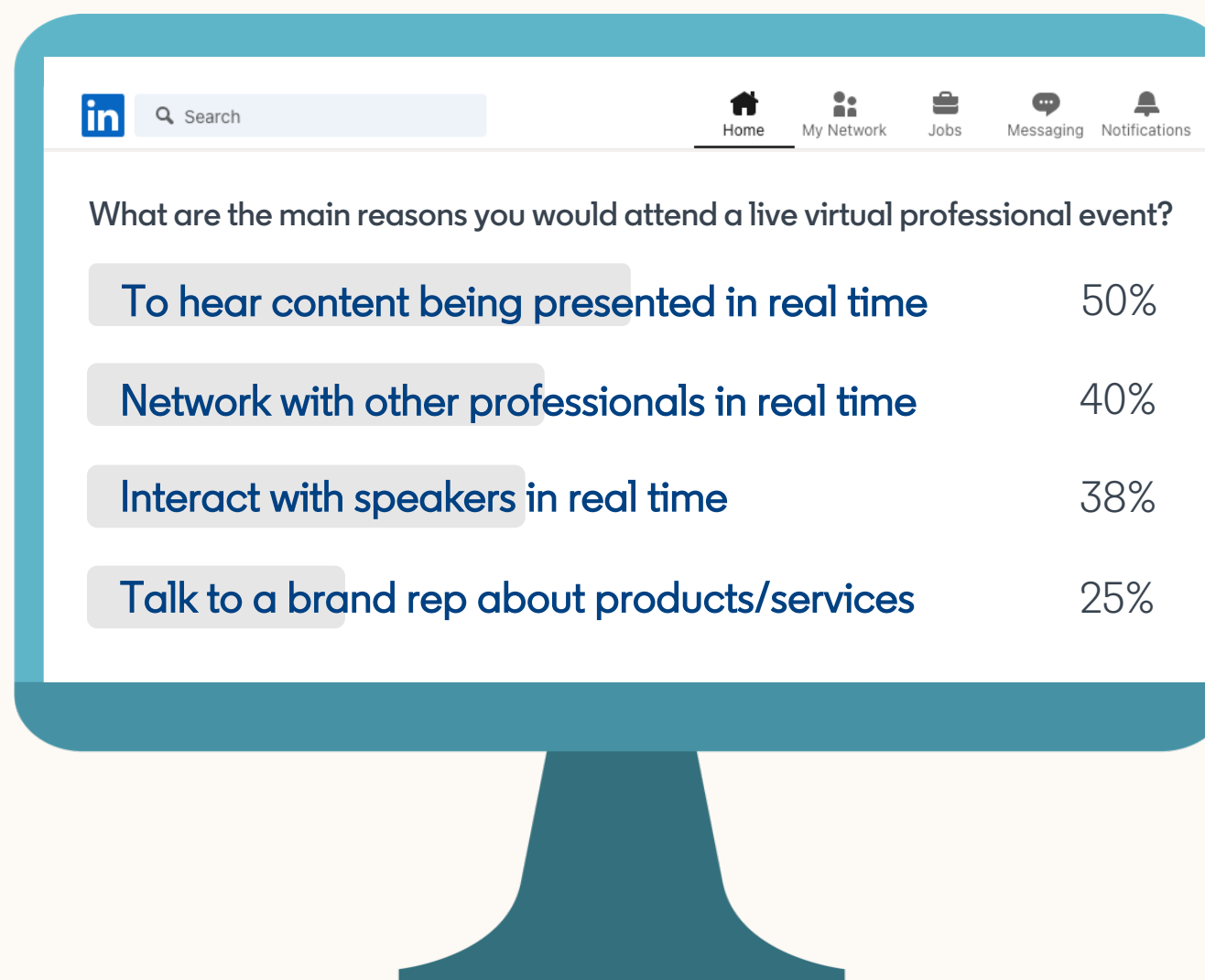
Stephen A Hart
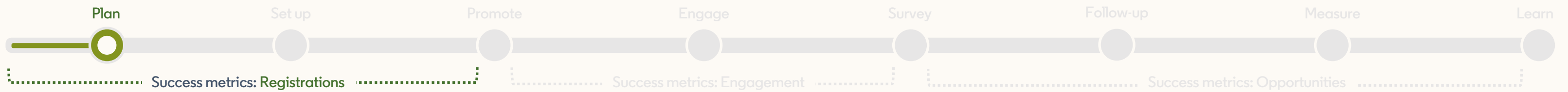Director, New Media Content, SANS Institute

in stephenaihart

in Marketing Solutions
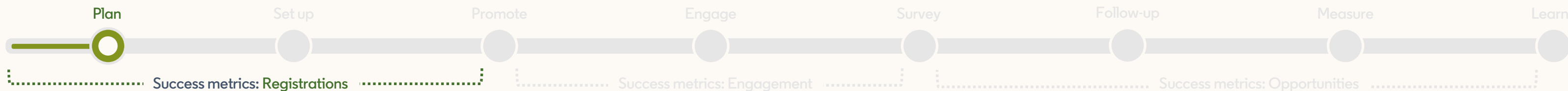
Plan to succeed:
Planning the programme

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

What are the main reasons you would attend a live virtual professional event?

To hear content being presented in real time	50%
Network with other professionals in real time	40%
Interact with speakers in real time	38%
Talk to a brand rep about products/services	25%

Search · Home · My Network · Jobs · Messaging · Notifications

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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

"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

Resources: Low

Resources: Average

Resources: High

Resources

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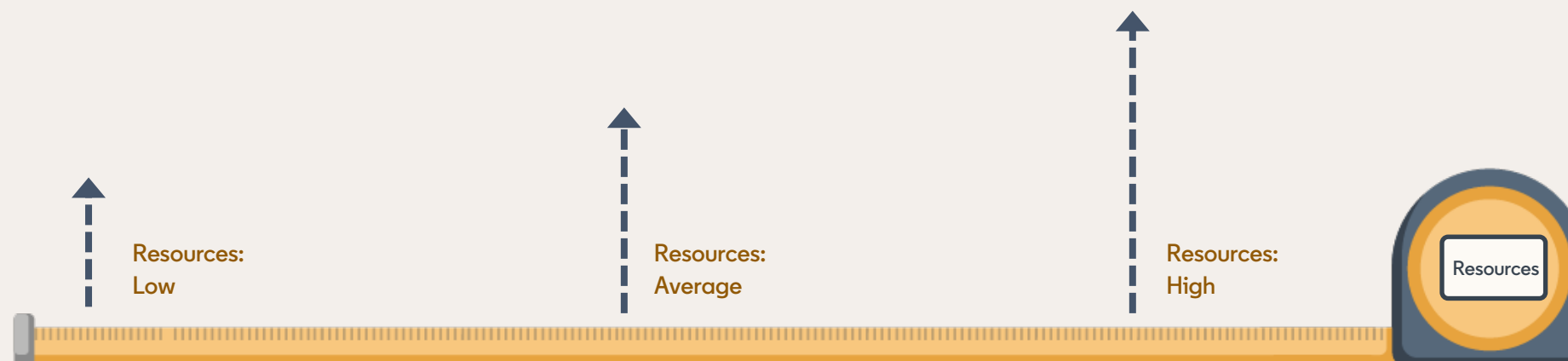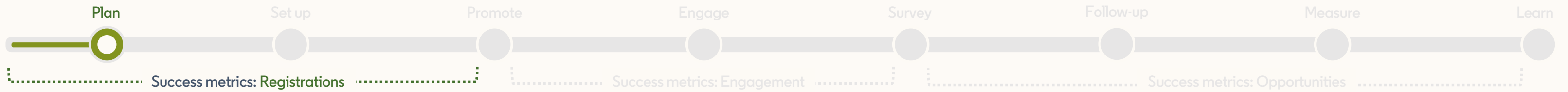
Plan to succeed:
Roles & responsibilities

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

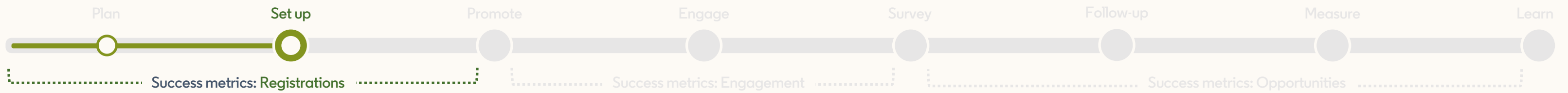Welcomes and prepares speakers to go live

Screener / Chat Moderator

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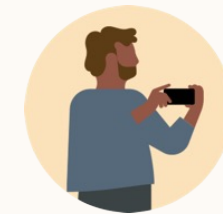
Event Photographer

Captures screen grabs from the event

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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.

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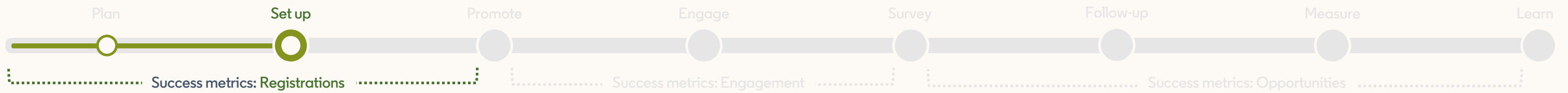
Setting it up:
Training and rehearsals for moderators

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&A's 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.
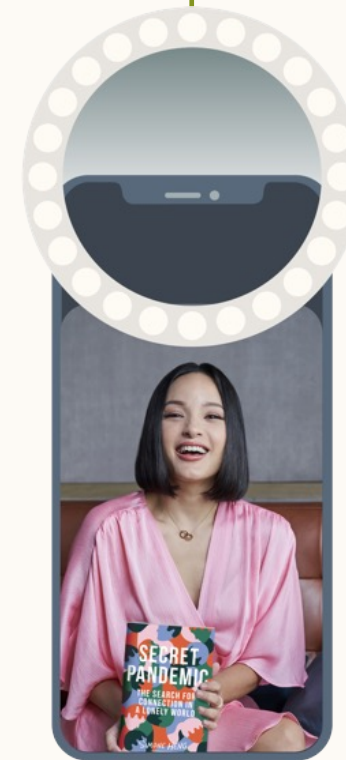
"In virtual events, people can see you magnified. I encourage moderators to give the same listening expressions and cues you would when listening to someone in-person: nod your head, smile discreetly, actively listen as the other panellists speak. This creates maximum human connection in a virtual environment."
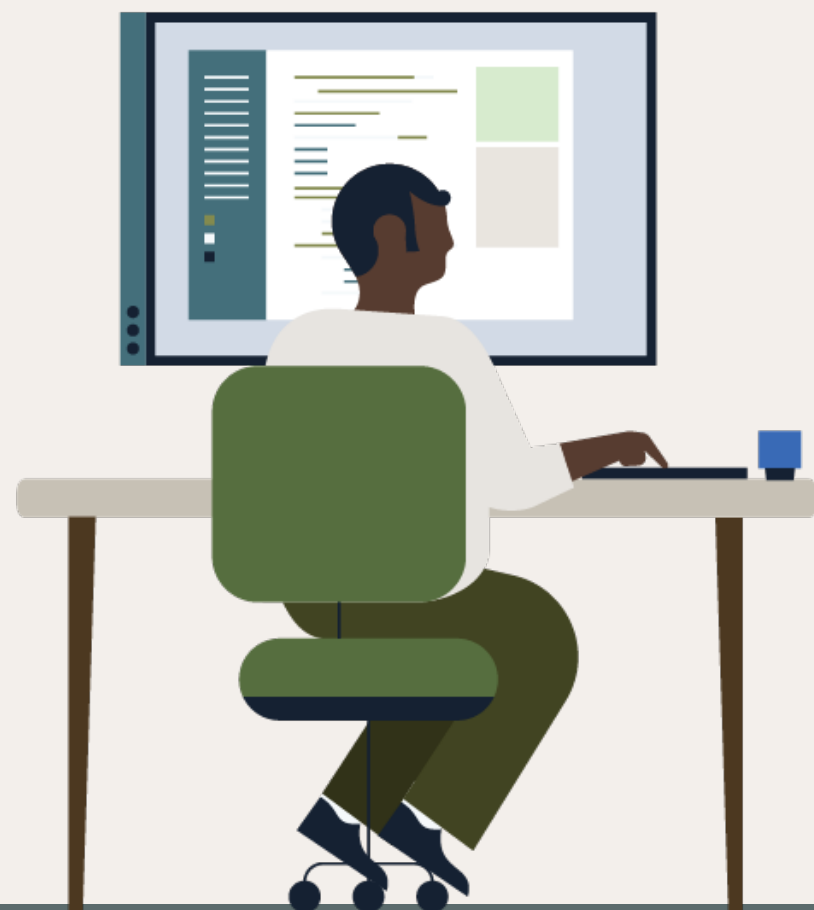
Simone Heng
Human connection specialist and author of *Secret Pandemic: The Search for Connection in a Lonely World*

in simone-heng-speaker

in **Marketing Solutions**
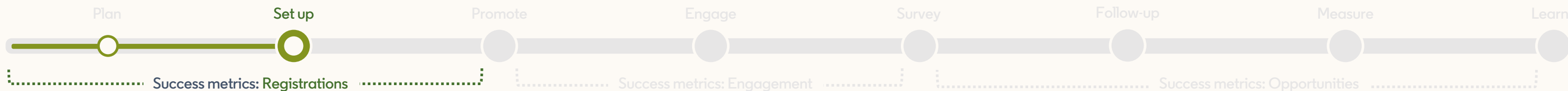
Setting it up:
Choosing a virtual event platform

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

Different platforms may be designed for different use cases. LinkedIn Live Events, for example, is optimised for delivering broadcast streams to engage your community at scale while platforms like Zoom, Microsoft Teams, ON24 and Social27 may serve other needs. For example:

Nature of experience	Key considerations
One-to-many broadcast streams	• Ability to reach and host a large audience • Low barriers to entry for audiences to join the event • Audience chat function to facilitate participation
Multi-day conferences	• Availability of breakout rooms • Audience chat and polls to maintain engagement over longer or multiple sessions
Highly interactive	• Ability to bring speakers "on stage" • Audience chat, polls and Q&A functions
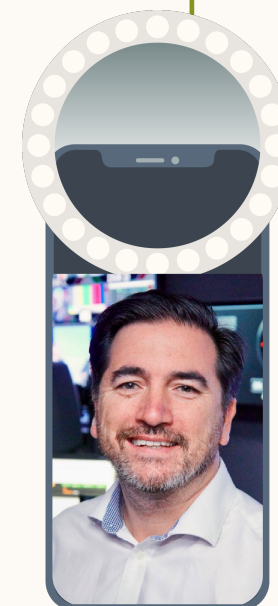
"I advise clients to place their audience at the centre of their platform decision. Ensure it gives you the data needed, then balance features and functions with the desired audience experience — because sometimes, simpler is better."

Scott Jackson
Managing Director,
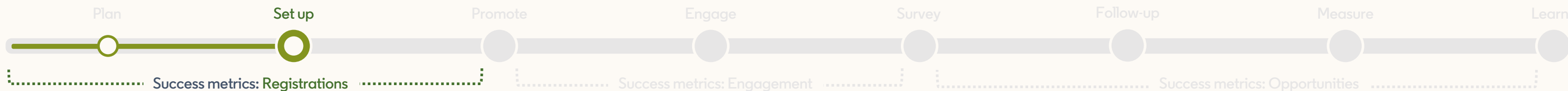Through The I

in scottpjackson

in Marketing Solutions
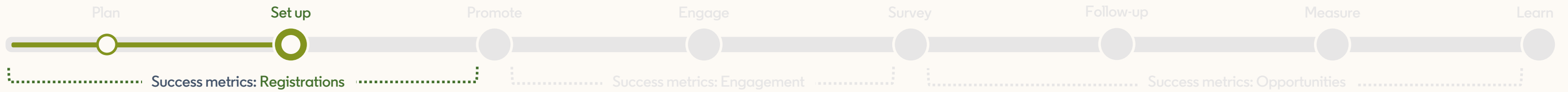
Before we continue…

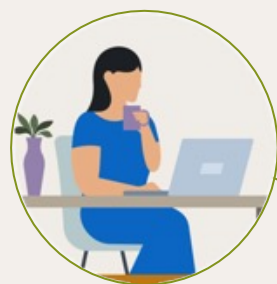The next section will walk you through the LinkedIn Live Event experience.

If you're using other virtual event platforms or organising an in-person event, skip ahead to the section on event marketing.

LinkedIn Live Events   **Skip to event marketing**

LinkedIn Live Events 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 770+ million professionals globally

Maximise your reach and impact

LinkedIn Live Events automatically notifies all registrants and a subset of your Page followers when you go live. Your event is 100% public and replays are available on-demand after the event for viral distribution and discovery.
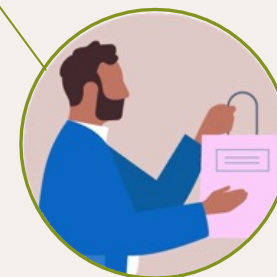
Engagement opportunities are built into the experience, before, during and after the event

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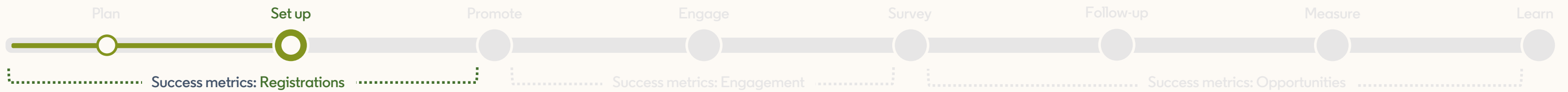
Whether you're building brand or driving demand, use LinkedIn Live Events to **host targeted, engagement-focused moments** with your community.

Community and brand-building events
Consider fireside chats, panels, interviews or Q&As, where your goal is to drive quality conversations around the content.

> L'Oréal recreated its flagship Brandstorm final event as a digital event on LinkedIn.
>
> **Full case study** ▶

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.

> Xero hosted their #BehindSmallBusiness event on LinkedIn for the small business community.
>
> **Full case study** ▶

## 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.
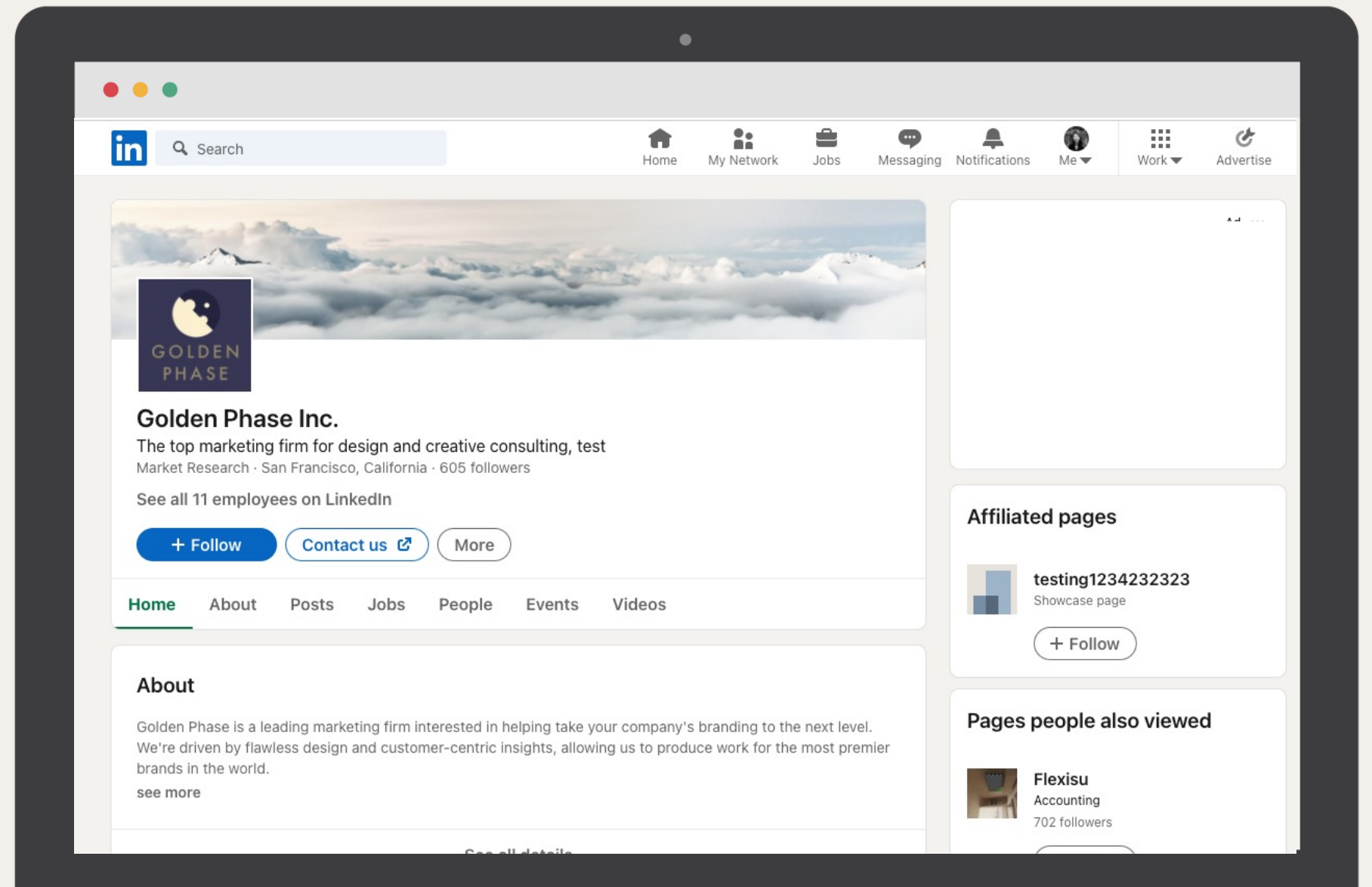>
> **View UNSW events on LinkedIn** ▶

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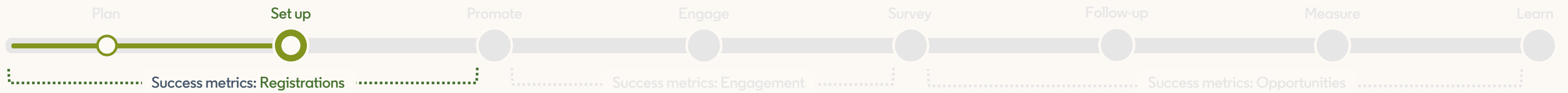
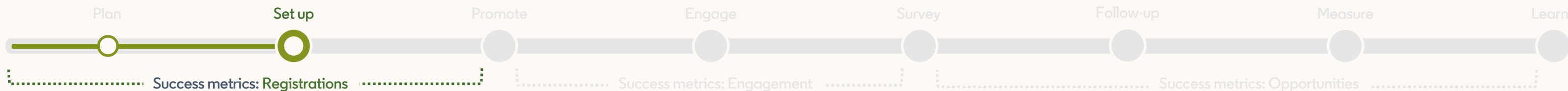# Let's create your LinkedIn Live Event

1   **Do your admin groundwork**

- **Are you a Page admin?**
  Only super or content Page admins can create
  and manage Live Events on behalf of a Page.

- **Is LinkedIn Live enabled for you?**
  If not, apply here.

2   **Prepare your event details**

- Event date, time, title and description
- Cover image (recommended aspect ratio of 16:9)
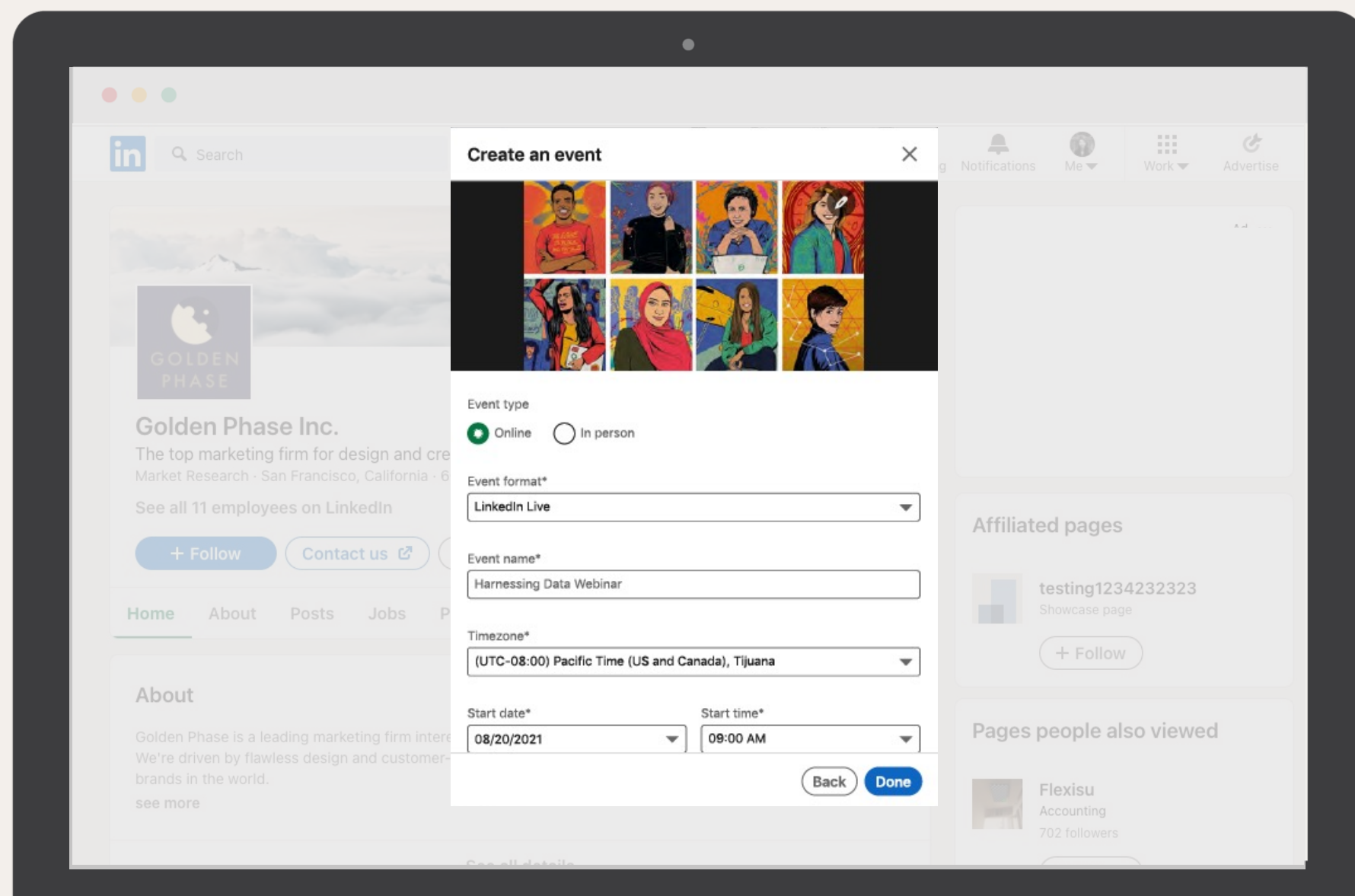- Speaker names and LinkedIn profiles

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Plan

Set up

Promote

Engage

Survey

Follow-up

Measure

Learn

Success metrics: Registrations

Success metrics: Engagement

Success metrics: Opportunities

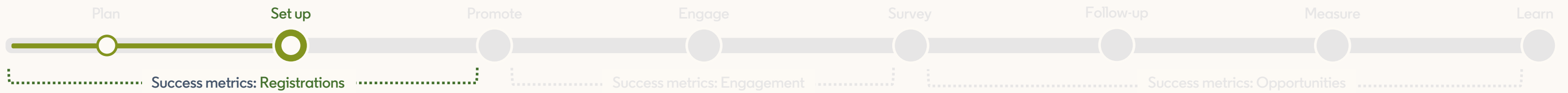# Let's create your LinkedIn Live Event

3 **Create your event**

- **Event format:** If you're eligible to use LinkedIn Live to stream to your event, you will see "LinkedIn Live" in the Event Format dropdown. Choose this option. Note that you won't be able to edit the event format once the event is created.

- **Registration form:** Use this option if you want to download attendee registrations or sync it with your CRM platform using Zapier. Choosing this will require attendees to register with additional details to join your LinkedIn Live Event before or during, or watch a replay afterwards.

It is also possible to create your LinkedIn Live Event directly in a streaming partner's site but the LinkedIn registration form will not be an available feature.

Plan

Set up

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Success metrics: Registrations

Success metrics: Engagement

Success metrics: Opportunities

Let's create your LinkedIn Live Event

4 Choose a streaming partner and connect it to your LinkedIn Page to access your LinkedIn Live Event

- Restream
- Socialive
- StreamYard
- Switcher Studio
- Vimeo

LinkedIn Live Event streaming partners

Restream

socialive®

StreamYard

Switcher Studio®

vimeo

Get set-up instructions ▶

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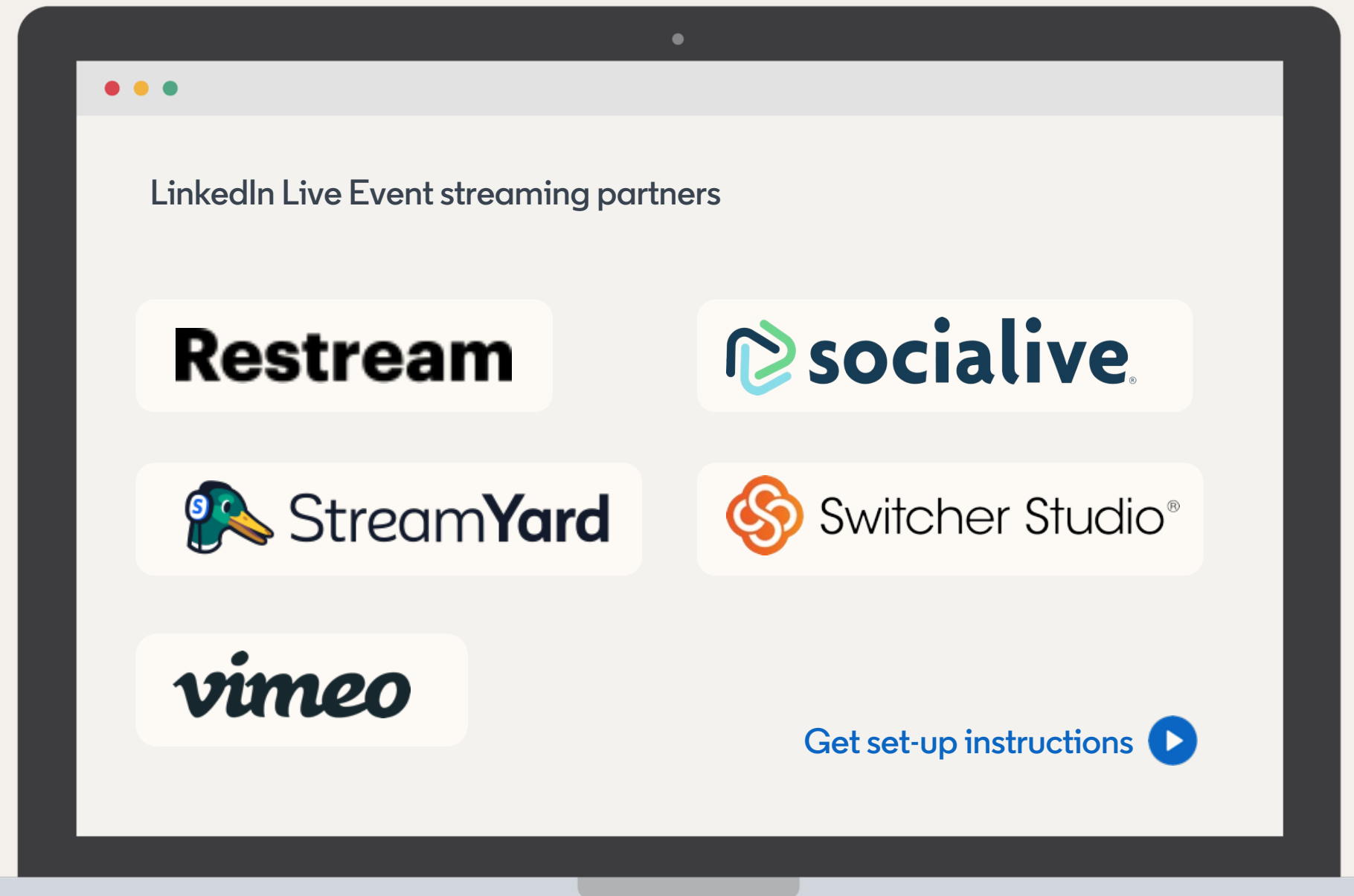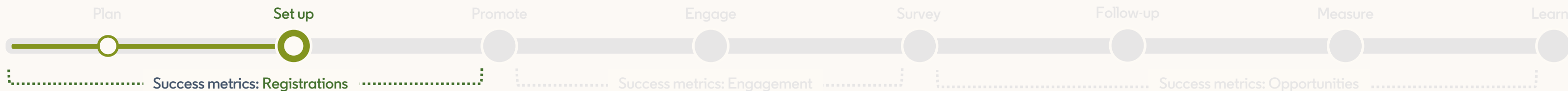
Let's create your LinkedIn Live Event
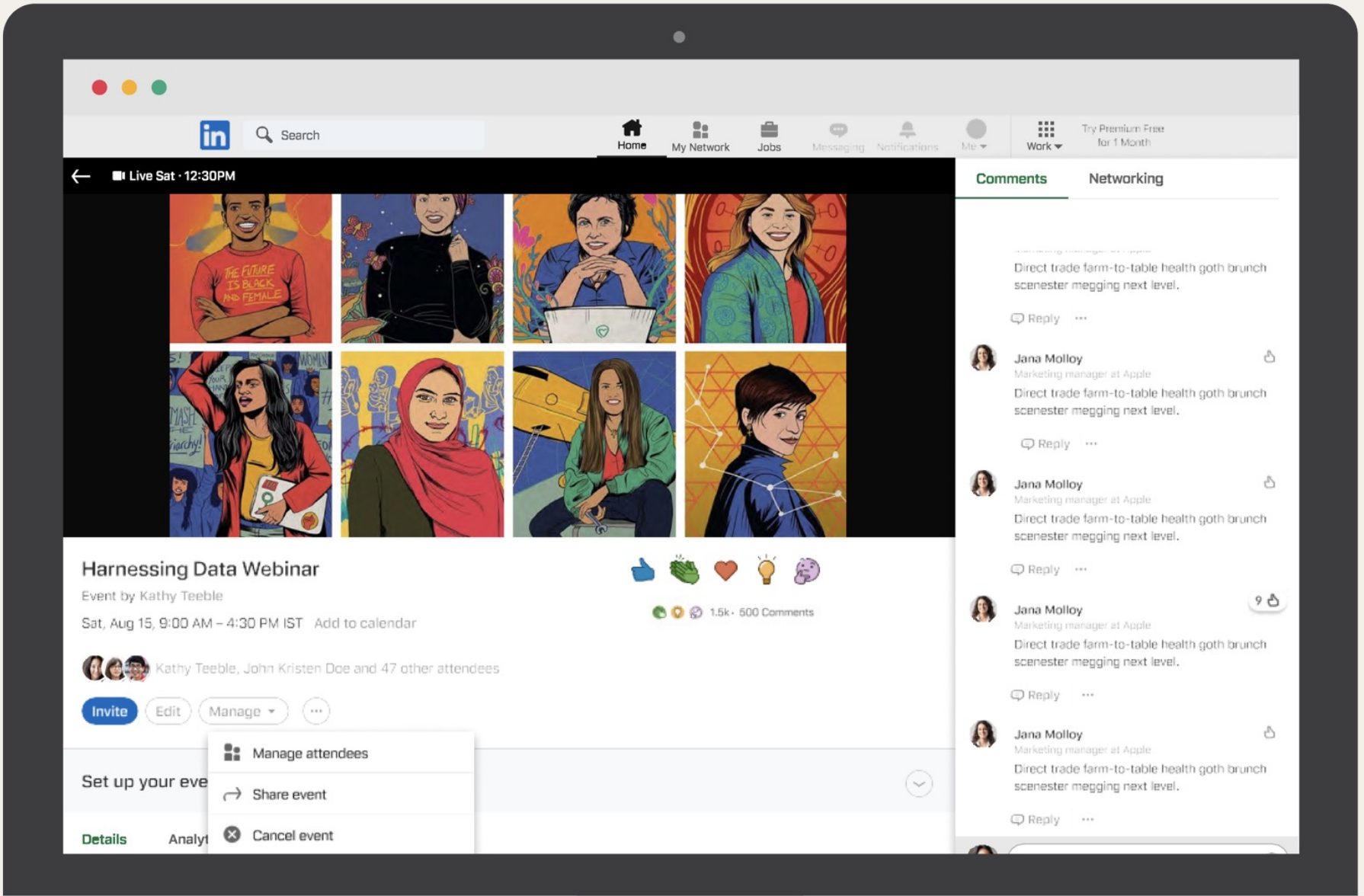
5 **Promote your event**

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

7 **Go live!**

On the day of your event, log into the streaming partner's site to go live!

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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 Live Events

LinkedIn Live Events brings 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 Events streaming partners

LinkedIn Live Events are integrated with leading streaming providers (Restream, Socialive, StreamYard, Switcher Studio and Vimeo) to help you deliver an engaging event experience.
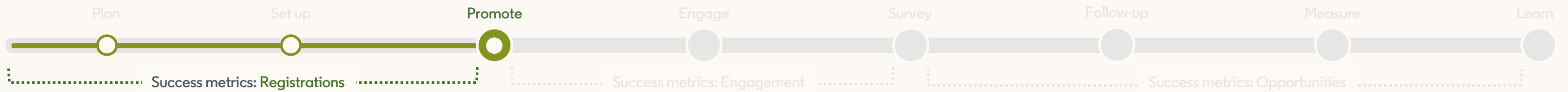
Run LinkedIn Event Ads to reduce cost per registration by up to 40%

LinkedIn Event Ads are exclusive to LinkedIn Live Events 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

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

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.

4 weeks before the event
Drive organic & paid discovery

Up to 10% of attendees follow the host's LinkedIn Page before the event. Keep them interested with Page posts about your event.

1-2 weeks before the event
Amp up engagement & excitement

40% of attendees join a virtual event to make connections. Create networking opportunities to help them stay engaged throughout the event.

3 days before the event
Ensure attendance

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.

Day of the event
Manage attendance

70% of attendees make new connections after the event. Leverage their desire to network by nurturing your event community and sales leads.
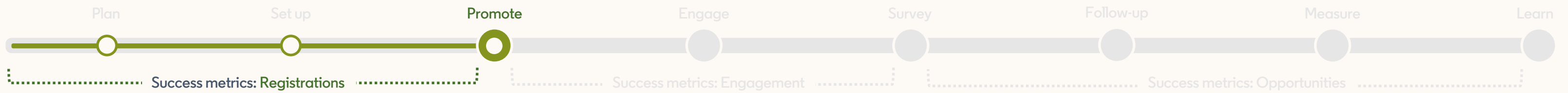
After the event
Continue the conversation

"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

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

4 weeks before the event **Drive organic & paid discovery**	1-2 weeks before the event **Amp up engagement & excitement**	3 days before the event **Ensure attendance**	Day of the event **Manage attendance**	After the event **Continue the conversation**
Get discovered organically ▪ As people register for your event, it is organically pushed to their network to suggest attendance ▪ Add your speakers' LinkedIn profiles to the event ☐ Share the event with your Page followers	**Expand your audience** ☐ Get your employees, speakers and leadership team to share the event with their network connections	**Drive attendance** ▪ Automatic reminder notifications are sent 3 days before the event on LinkedIn ▪ Automatic email reminders are sent ▪ If you're not using LinkedIn Events, consider sending your own email reminders	**Go live on LinkedIn** ▪ A push notification is sent to all attendees and a subset of your followers once you go live ▪ Have a dedicated person managing the networking tab for questions/leads from the audience ▪ Be mobile-first as 70% of viewers watch live events on mobile	**Encourage re-watching** ▪ Anyone can watch the recording on the event's feed – even if they didn't register or attend the event ☐ Share your content with a broader audience through paid and organic promotion ☐ If your content is evergreen, host it on your LinkedIn Page or website
Scale awareness with paid promotion on LinkedIn ▪ Amplify with Event Ads ☐ Amplify with Sponsored Content and Sponsored Messaging	**Excite your audience** ▪ Attendees are notified when the event is one week away and which of their connections are also attending	**Cultivate engagement** ▪ Encourage speakers to post on your networking tab and interact with attendees ☐ Share event previews on your Page – including Polls, content snippets and reminders	**Stay top-of-mind** ▪ Attendees automatically receive a final reminder 15 minutes before the event goes live ▪ Warm your audience up in the networking tab	**Connect with attendees** ▪ Nurture your attendees by seamlessly retargeting them in a follow-up campaign ▪ Encourage sales reps to connect with high-value prospects on LinkedIn

in indicates features exclusive to LinkedIn Live Events

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Plan Set up **Promote** Engage Survey Follow-up Measure Learn

Success metrics: Registrations Success metrics: Engagement Success metrics: Opportunities

How Adobe exceeded its 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

Full case study ▶

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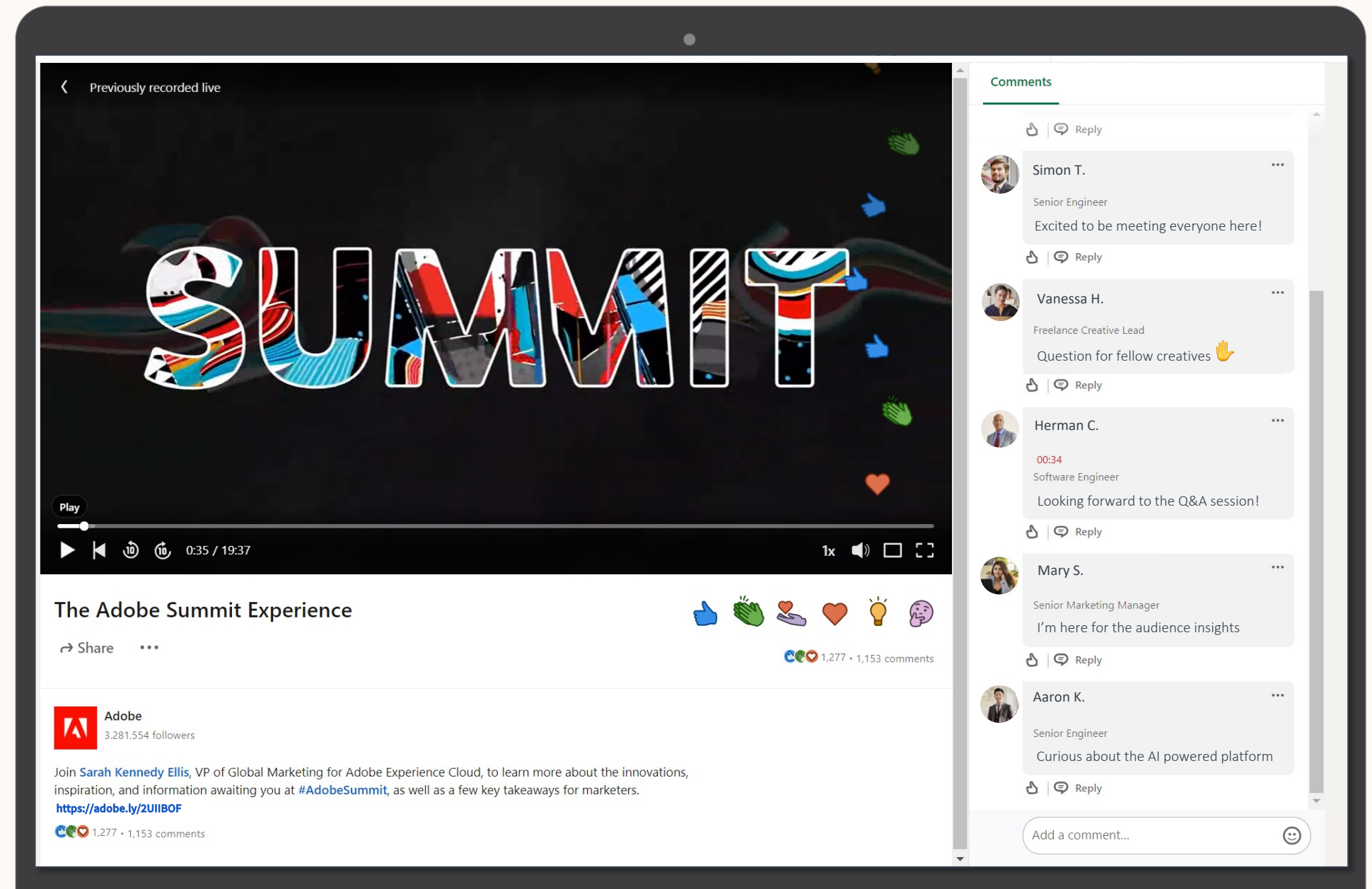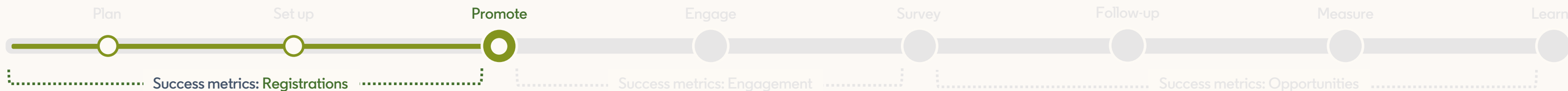
Event promotion:
Organic on LinkedIn

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 ▶

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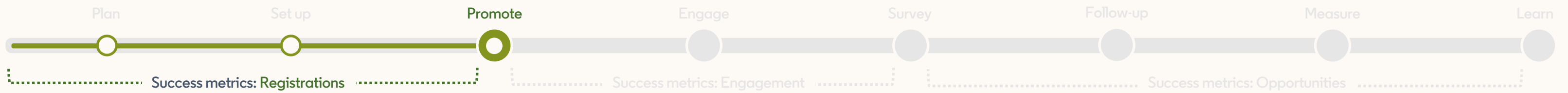
# How Chartered Accountants promoted their event organically on LinkedIn

- 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**

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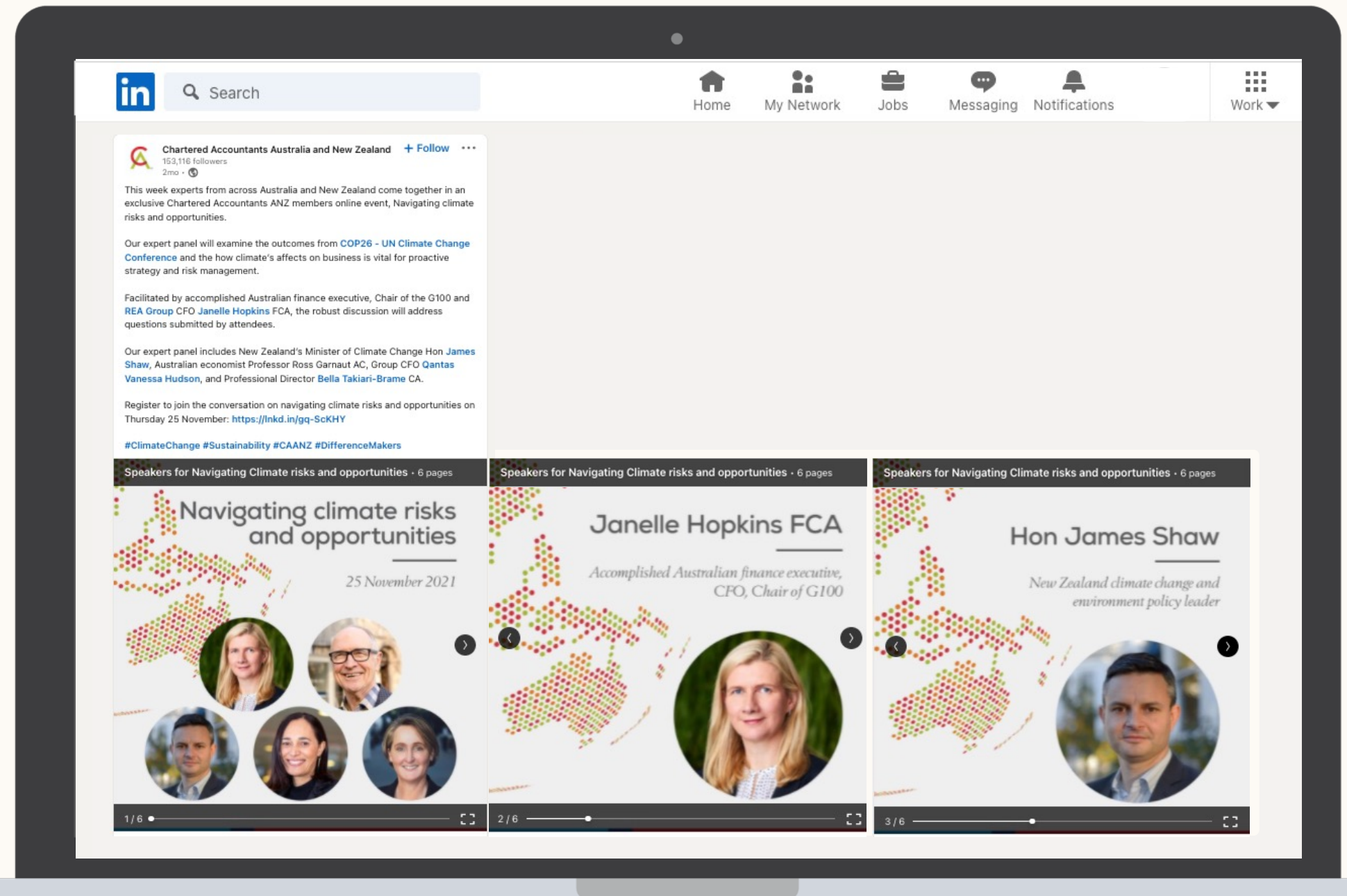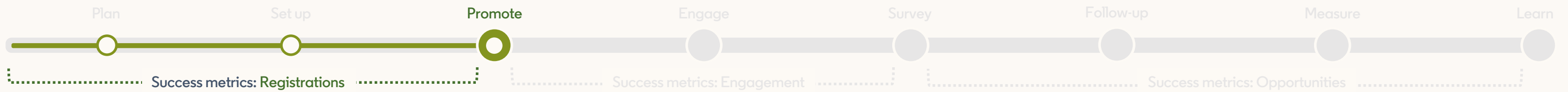
When hosting a LinkedIn Live Event, use Event Ads to amplify reach and drive up to 40% lower cost per registration

With Event Ads, you do not need to track leads or conversions separately as registrations are automatically captured in your Events Ads reporting dashboard. When setting up the ad, choose brand awareness, website visits or engagement as your objective.

1 A member sees your Event Ad in their feed and clicks 'View Event'
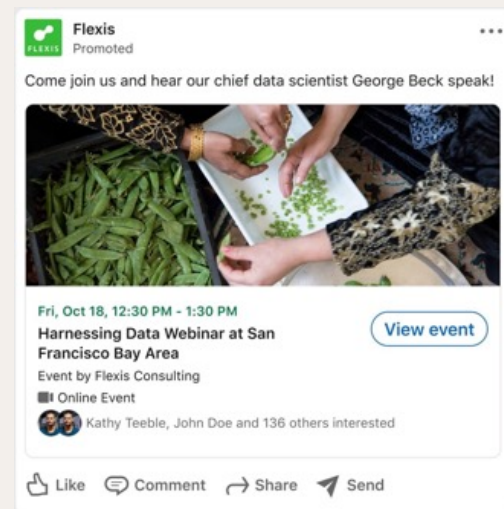
2 They are taken to your LinkedIn Live Event page where they click 'Attend Event'
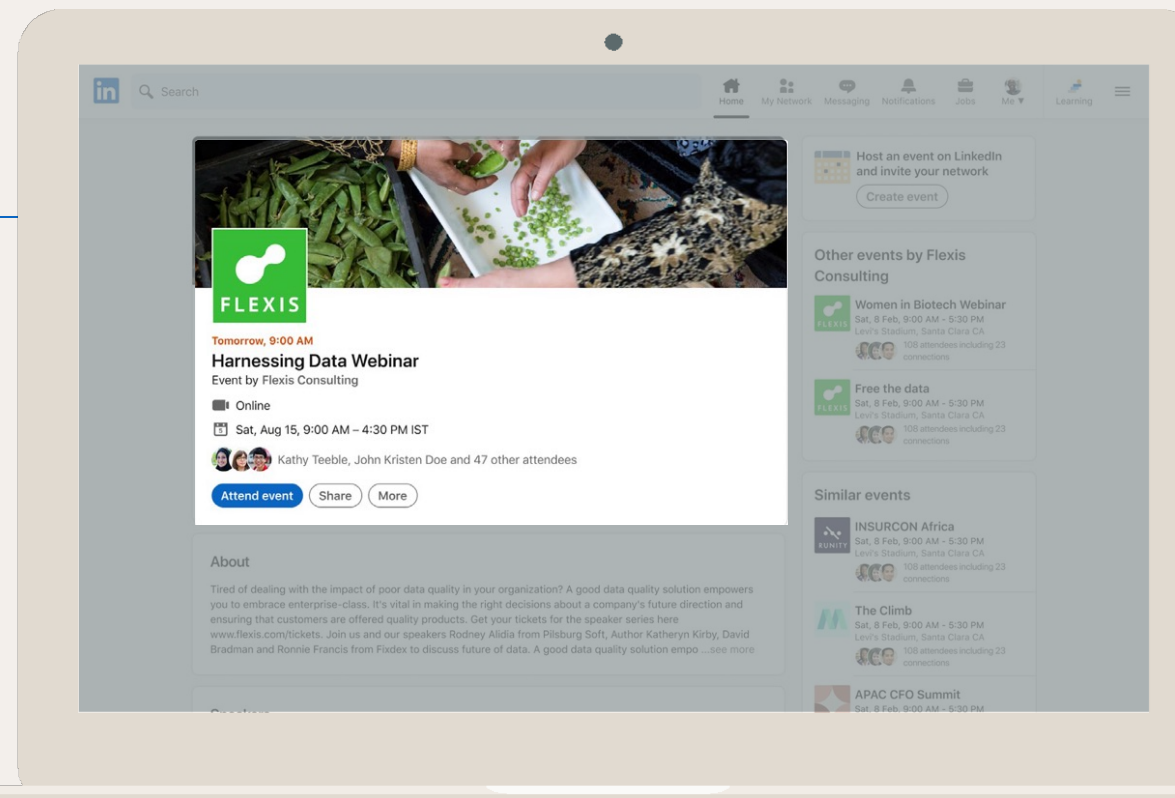
3 If your event does not use a registration form, the member is automatically registered.

If your event does use a registration form, the form will appear after clicking the CTA.

The member will then fill out and submit the registration form with their name, email, company, country, and job title. This confirms their registration.
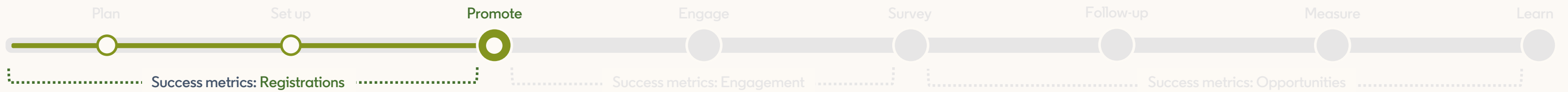
Event Ads come with event-specific reporting to help you measure success

Use Campaign Manager to view the number of registrations generated by event promotion.
You'll see these three new columns on the far-right side under the 'Conversions & Leads' report.
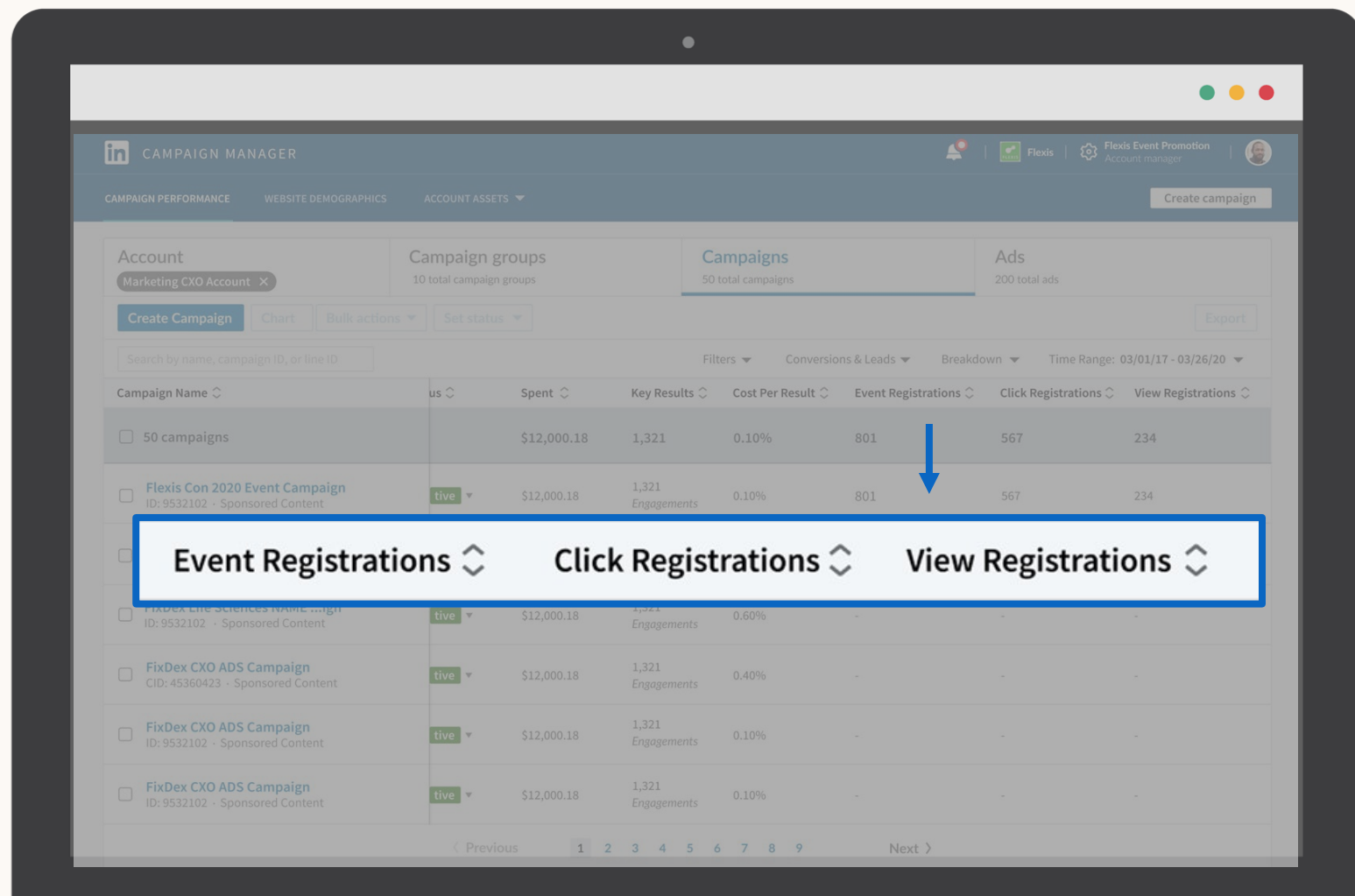
- **Event Registrations**: Total number of people who clicked "attend event" from your Event Ad

- **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)

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For events not hosted on LinkedIn, use Sponsored Content and Sponsored Messaging to drive quality registrations

Hi Nicole,

This is Olivia from LucaNet. I see that you're a finance leader. I was wondering if you could share your insights.

Together with my team, we are conducting a 3 minute survey with finance leaders globally to find out how they are currently navigating the Covid-19 situation.

We will put together our survey findings and share these insights to help finance teams in this current situation.

Would you be kind enough to share your thoughts via our survey?

Yes, visit survey page

More info about survey

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

Full case study ▶

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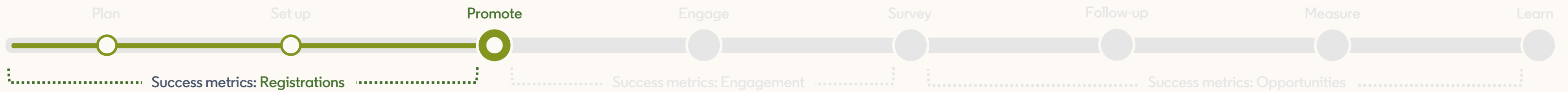
Promoting an event not hosted on LinkedIn

How VisitSingapore Business Events used Single Image 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

💡 Deliver a consistent experience from your ad to the event landing page

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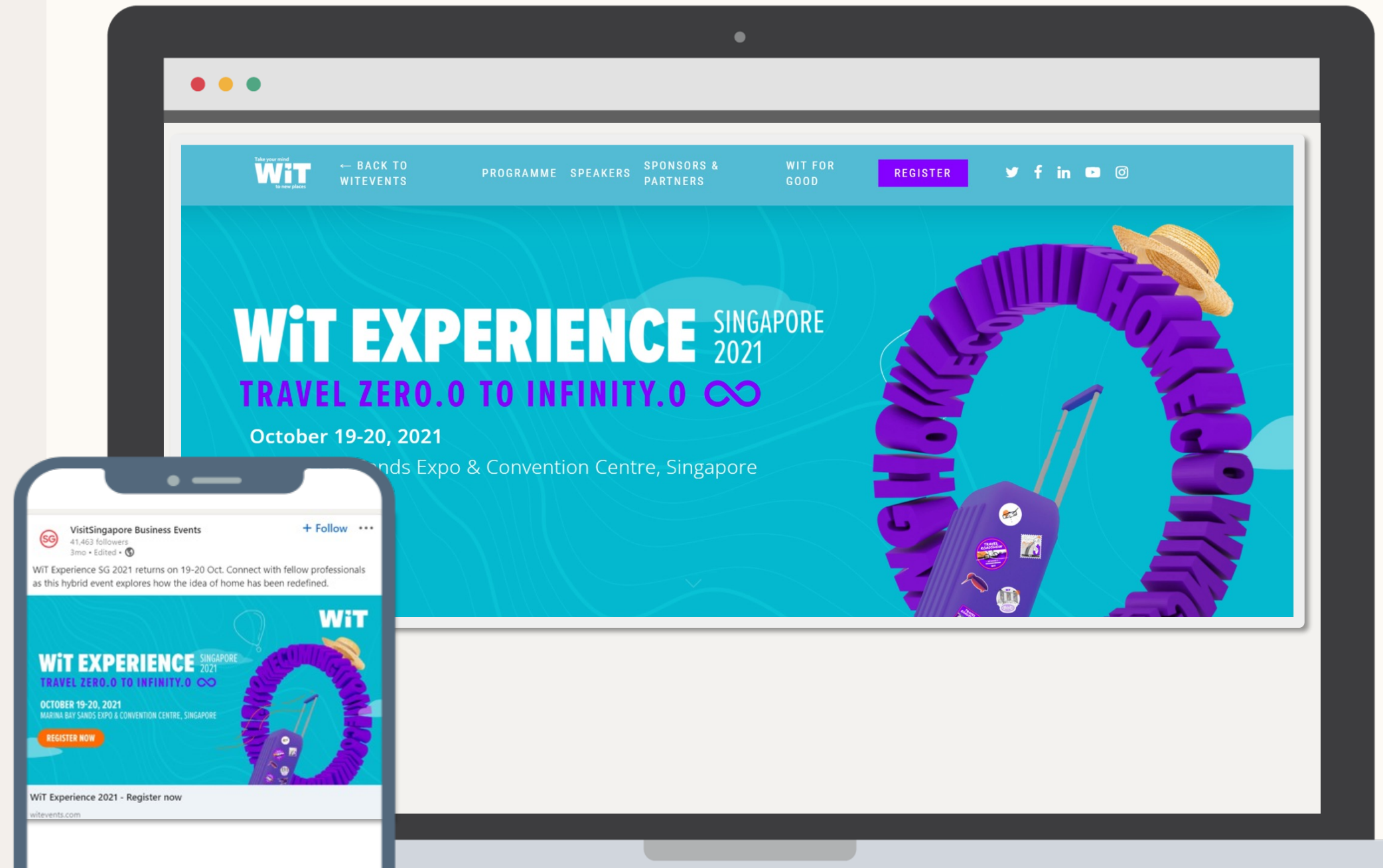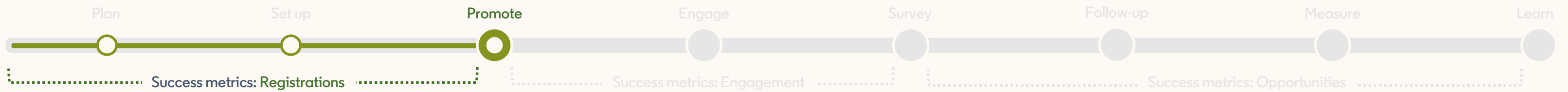
Promoting an event not hosted on LinkedIn

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

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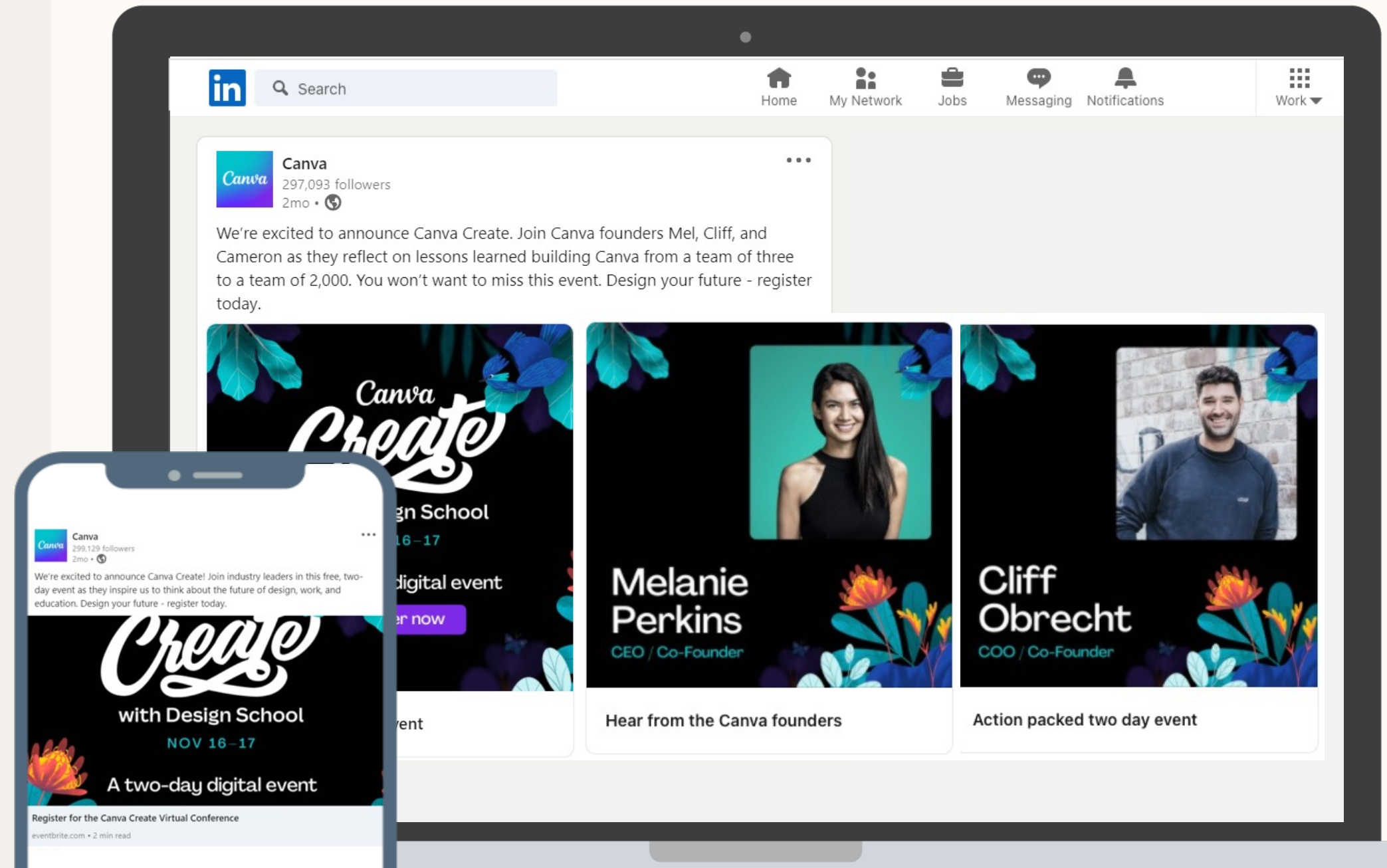
In summary

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.

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.

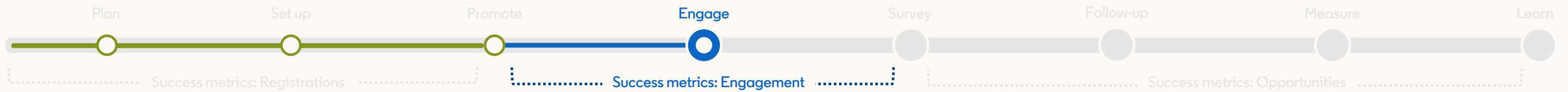**Ensure a consistent experience from ad to landing page**

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

Engaging, measuring and reporting success

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-gathered 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

Resources

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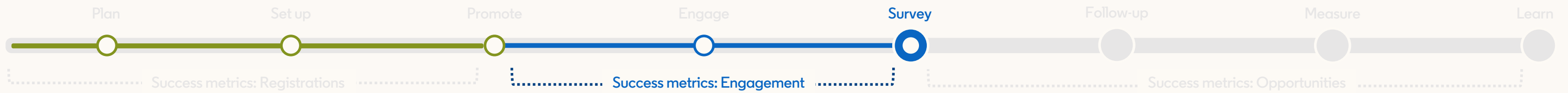
Before they leave:
Event survey

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?**

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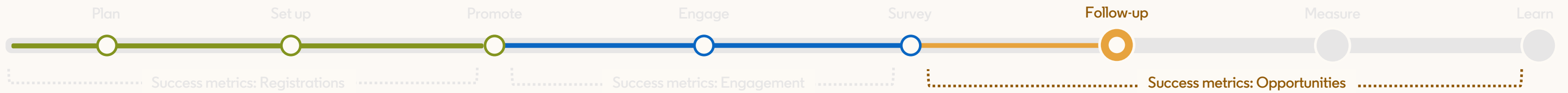
After the event:
Continue the conversation

Build on the engagement your event generated to keep nurturing audiences

"Our #CareersUnlocked series of live-streamed events on LinkedIn are part of our mid-funnel marketing strategy to increase the number of marketable postgrad leads in our database. So, in our post-event email comms, there's always a clear call-out for audiences to get in touch if they want to continue the conversation with us. Whether they want to know more about our programmes or would like to follow up with a particular speaker, we offer that opportunity."

Franziska Pranke
Senior Marketing Manager (Australia & International)
UNSW Sydney

in franziska-pranke

in Marketing Solutions

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

01. Registration diagnostics

To help you understand how many registrations you attracted and if these were from your target audience, LinkedIn Events 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


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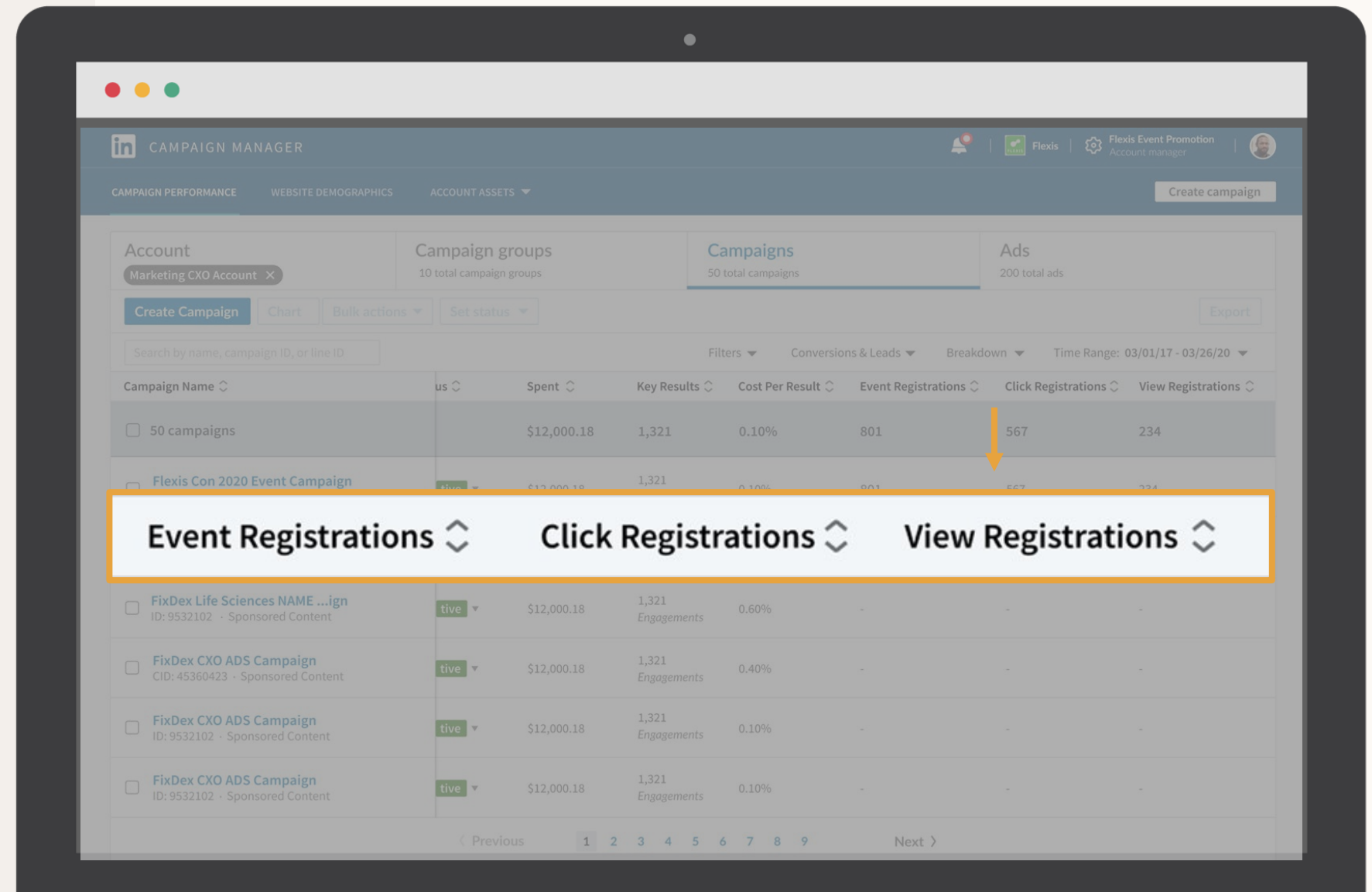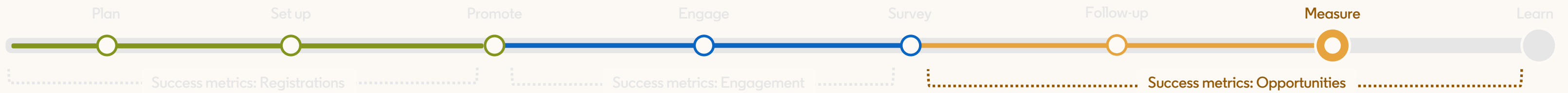
Analyse your event metrics to learn and refine your virtual event strategy

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

- **View-through rate**: Views divided by impressions

- **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, Q&A activity, Lifetime event visits (total and unique), Event Page visits by demographic, Event Page post engagements


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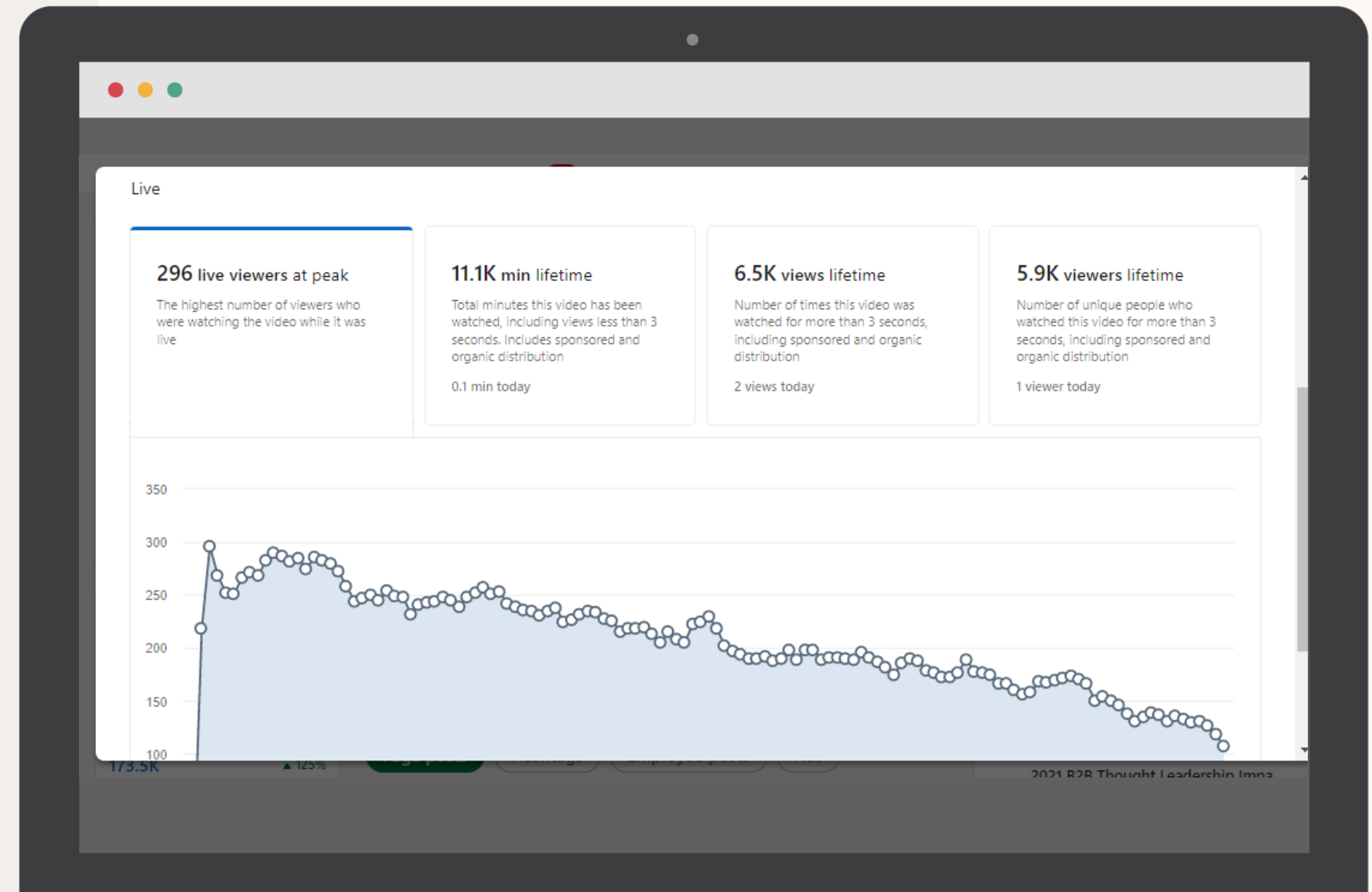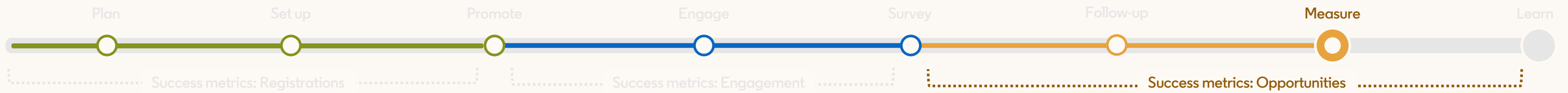
Analyse your event metrics to learn and refine your virtual event strategy

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

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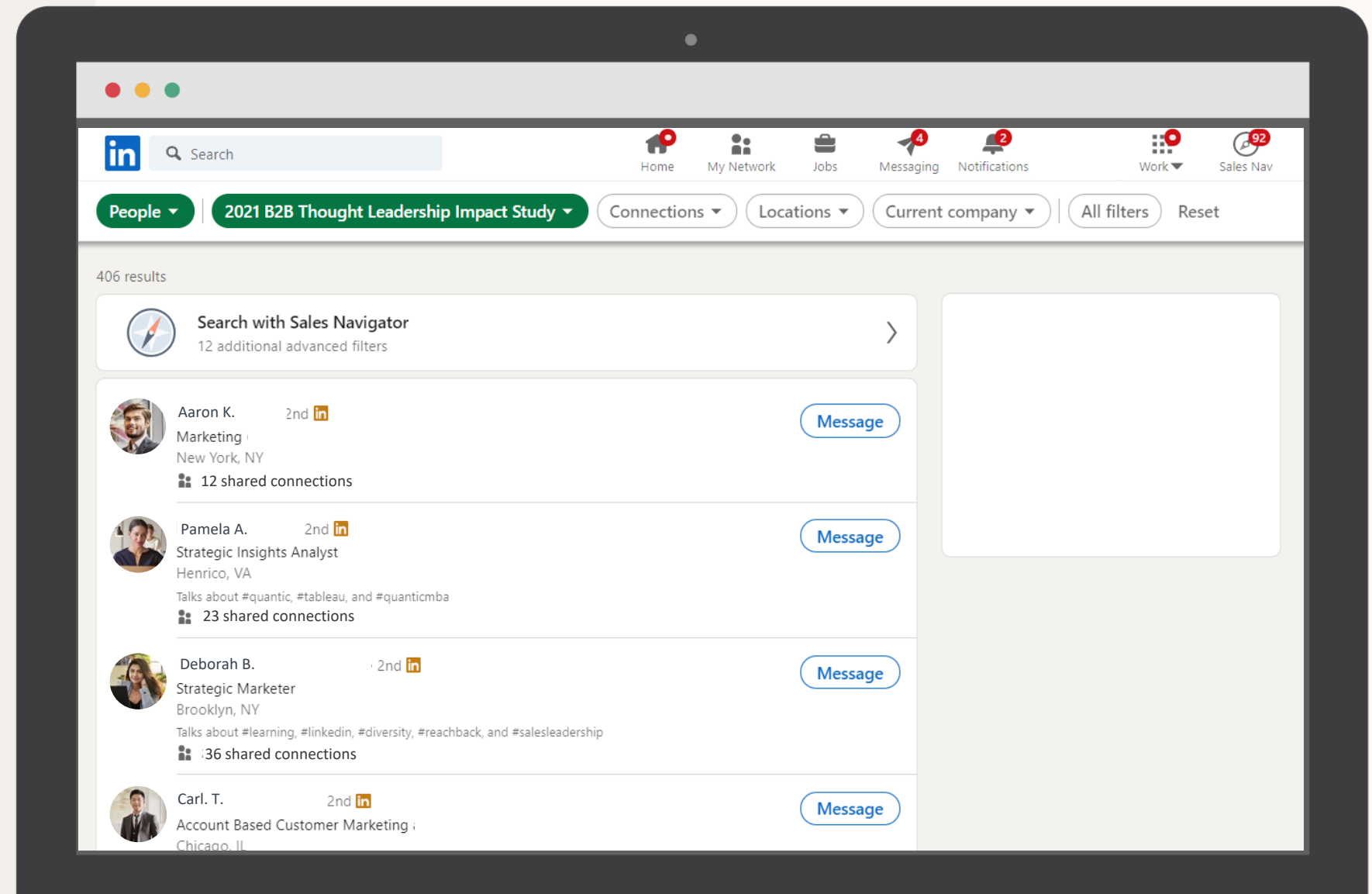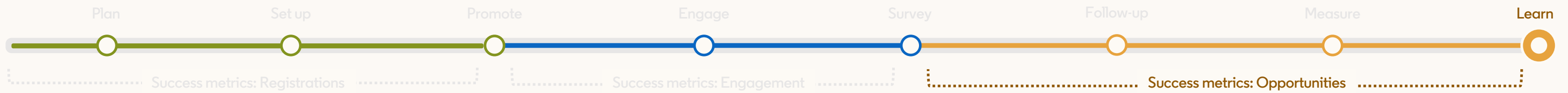
Debrief and learn:
Post-event analysis

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

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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.

Get started with
LinkedIn Live Events

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