

Getting Started with Live Events



All you need to know about Live Events

1.

What are Live Events on LinkedIn?

2.

Why use Live Events on LinkedIn

3.

What use cases are best suited for Live Events

4.

What are the types of Live Events?

5.

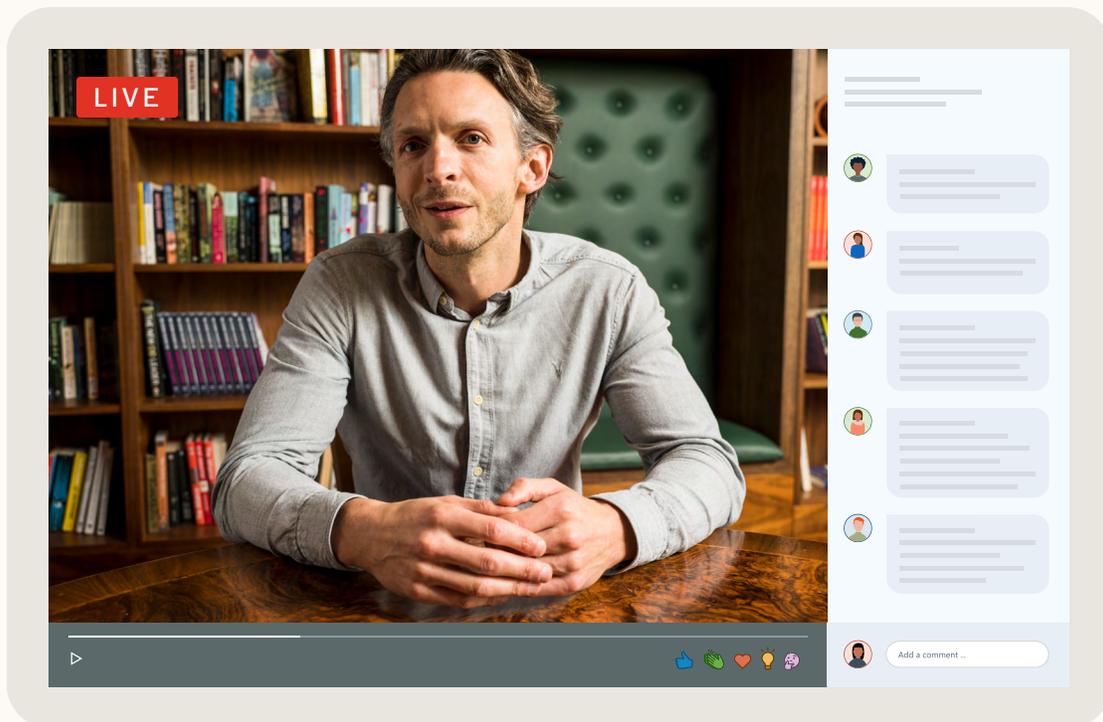
How to set up a Live Event on LinkedIn

6.

Managing your event on LinkedIn

What are Live Events?

Live Events bring LinkedIn Events and LinkedIn Live together to enable organizers to create, manage, and host their online events on LinkedIn.



Before

Plan a Live Event 2-4 weeks in advance, invite your network, and promote the unique URL on or off LinkedIn. Attendees can add the event to their calendar and get reminders.

During

Go Live using LinkedIn Live. At the time of go live, all attendees are notified, along with a subset of your followers. Anyone, including those who didn't select "Attend," can view the live content on LinkedIn.

After

Anyone on LinkedIn can watch the replay, and the Live Event post is visible on the LinkedIn feed, giving it extended reach and visibility.

Why use Live Events on LinkedIn

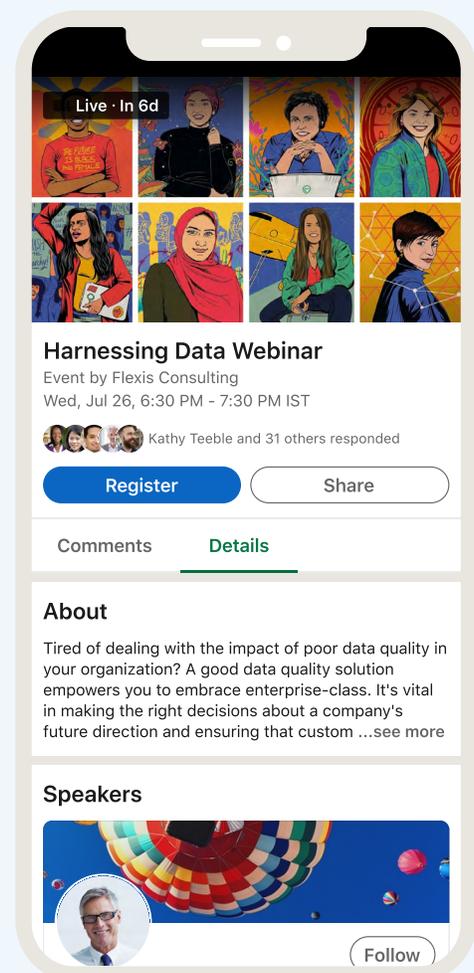
- Bring your community together in real-time to build lasting relationships
- Get viral reach and engagement for your content and brand on LinkedIn
- Promote your event, host attendees, and follow up with them — all in one place



When you should use Live Events

Creators, small businesses, and marketers who want to maximize reach and engagement of their content on LinkedIn should use Live Events for:

- Fully public, one-to-many broadcasts with ability to engage with attendees via comments
- Keynotes, Fireside Chats, AMAs, Q&As, discussions, and panels



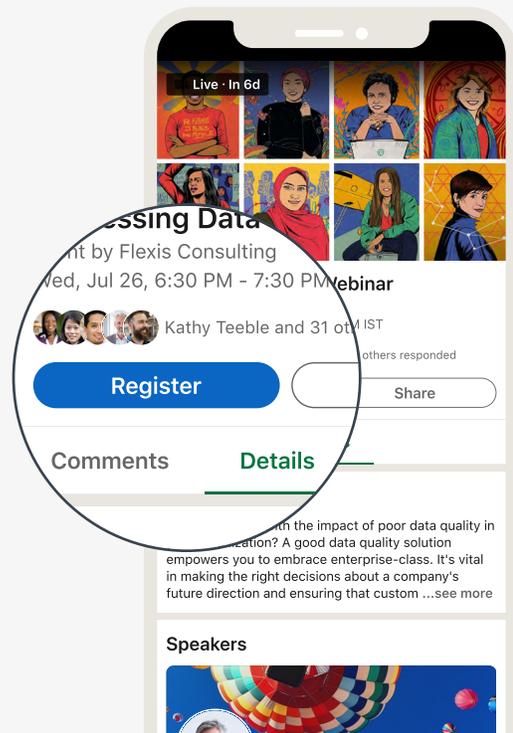
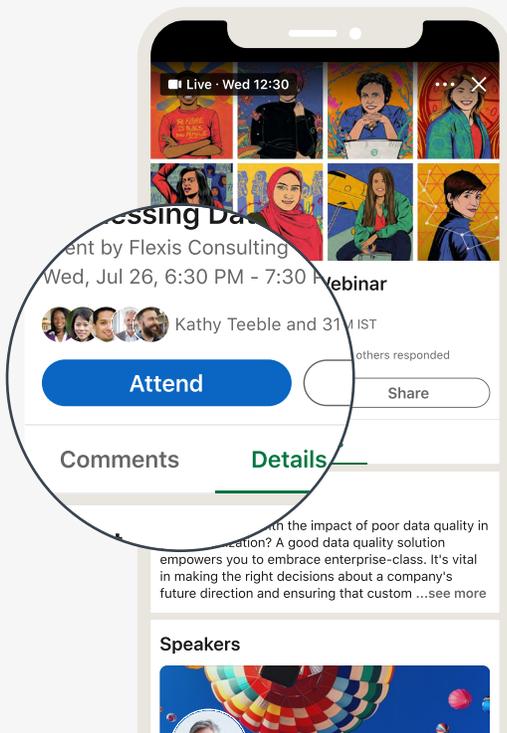
What are the types of Live Events?

Public Events

- Can be created from a member Profile or a Page
- Attendees only need to select “Attend” to participate in the event
- Attendee profiles can be viewed on LinkedIn. Attendee data is not downloadable.
- Anyone can view the Live Event video without selecting “Attend” during or after the event

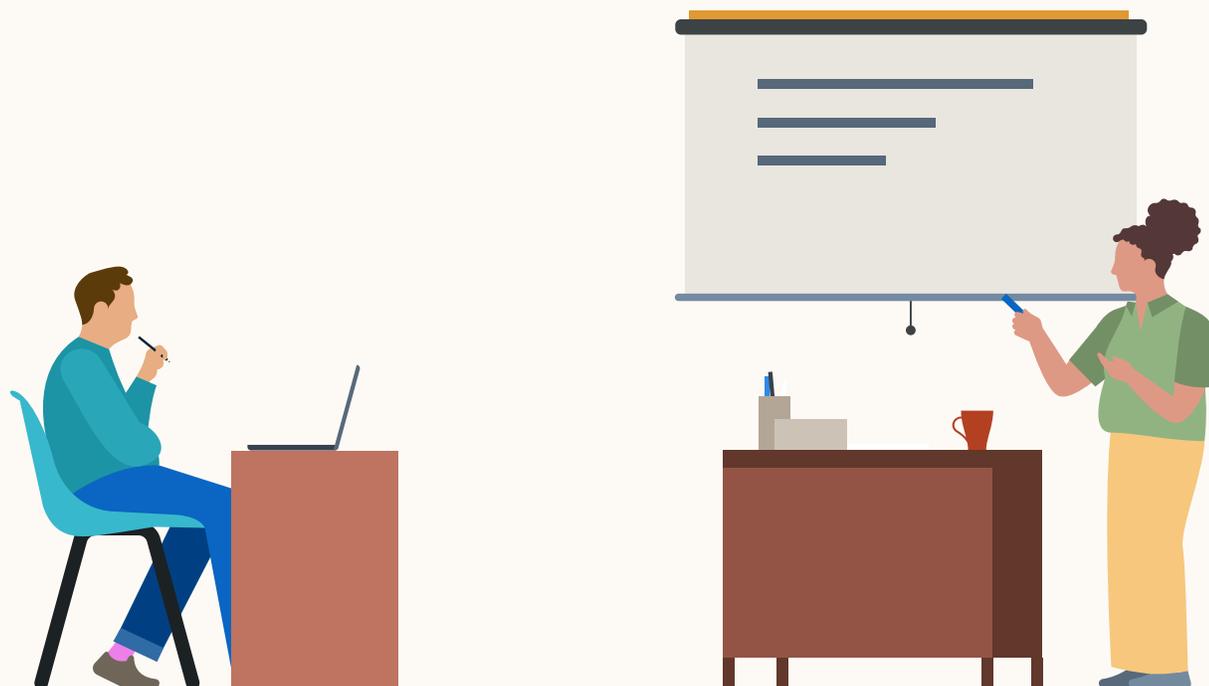
Public Events with a Registration form

- Can be created from a Page only
- Attendees need to select “Register” to participate in the event
- Attendee profiles can be viewed on LinkedIn. Attendee data is downloadable.
- Anyone can view the Live Event video by selecting “Register” and entering their details during or after the event



Set up a Live Event on LinkedIn in 4 simple steps

- Step 1
Get ready with your checklist
- Step 2
Create
- Step 3
Promote
- Step 4
Go Live



Step 1

Get ready with your checklist

Are you hosting from a Page or a Profile?

You can host an event from your Page (if you are a super or content admin for the Page) or your personal Profile.

Is LinkedIn Live enabled for you?

Simply start creating an event on LinkedIn. If you see “LinkedIn Live” under the Event Format section, it means you are eligible to use LinkedIn Live. Learn more about our [eligibility criteria](#).

Do you have an account with one of our preferred streaming partners?

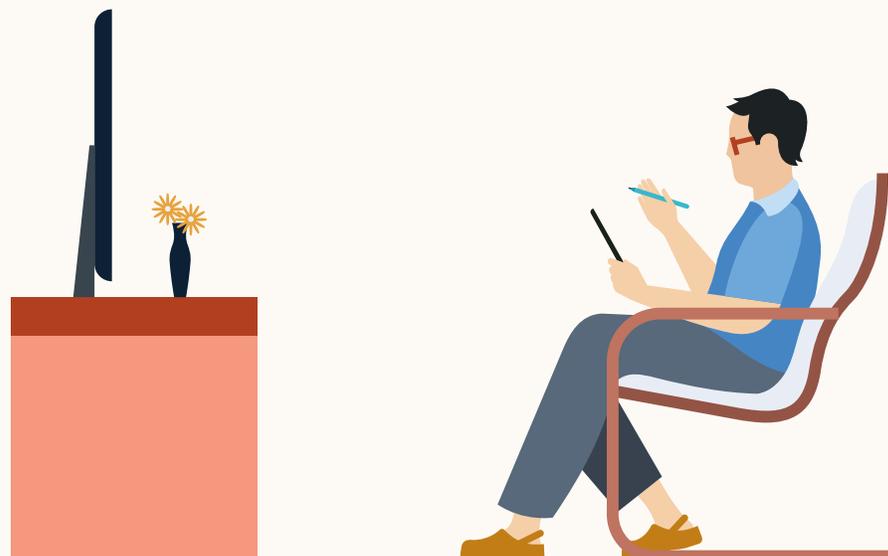
You can use one of our [Preferred Partners](#) — Streamyard, Restream, Socialive, Switcher, or Vimeo to host your Live Event on LinkedIn. Make sure to set up your account and sync it with your LinkedIn Page or Profile before you start creating your Live Event.

Do you have the event details confirmed?

Setup will be seamless if you have all details ready before creating your Live Event. You’ll need the date, time, title, description, and speakers.

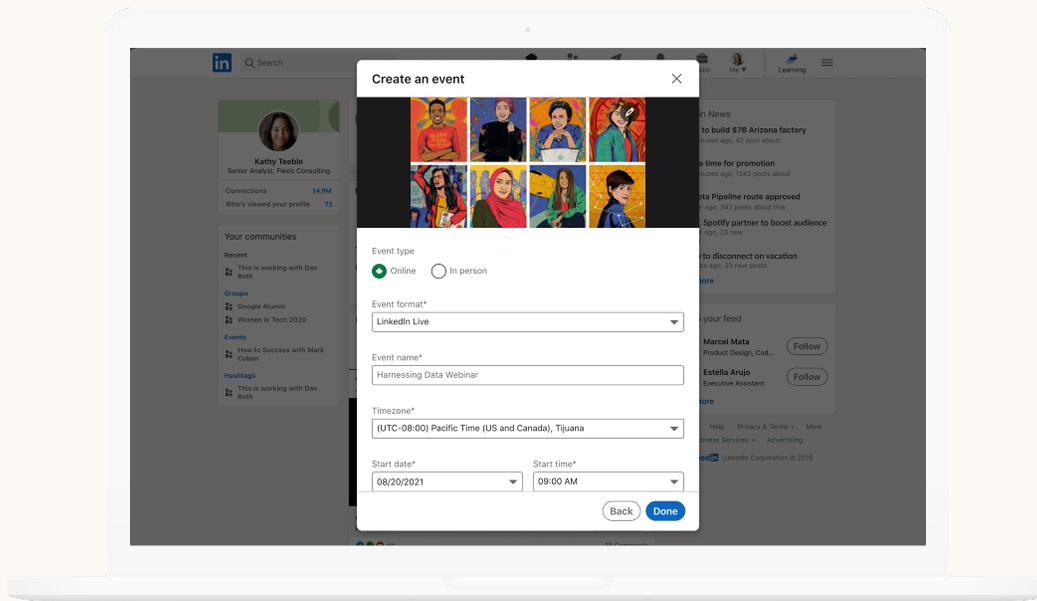
Do you have a suitable cover image for the Live Event?

Each Live Event is required to have one hero image which is also used as a thumbnail. Recommended aspect ratio is 16:9.



Step 2

Create



Start creating a Live Event →

Organizer

Select the right entity (Page or Profile) from the Organizer dropdown.

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: You can't edit the event format once the event is created.

Event Name

Keep the event name crisp and clear and use keywords that clearly indicate topics you plan to discuss during your event.

Speakers

Make sure to [invite speakers for your event](#). By linking Speaker profiles to your event page, you can increase the reach and visibility of your event.

Adding a Registration Form

If you choose to host your event on behalf of a Page, you will see the option to add a LinkedIn registration form while creating your event. This allows you to download attendee registrations at any time or sync it with a CRM platform of your choice using Zapier. This feature is currently available for Pages only. If you choose this option, attendees have to register with additional details to join your Live Event before or during, or watch a replay afterwards.

Background Image

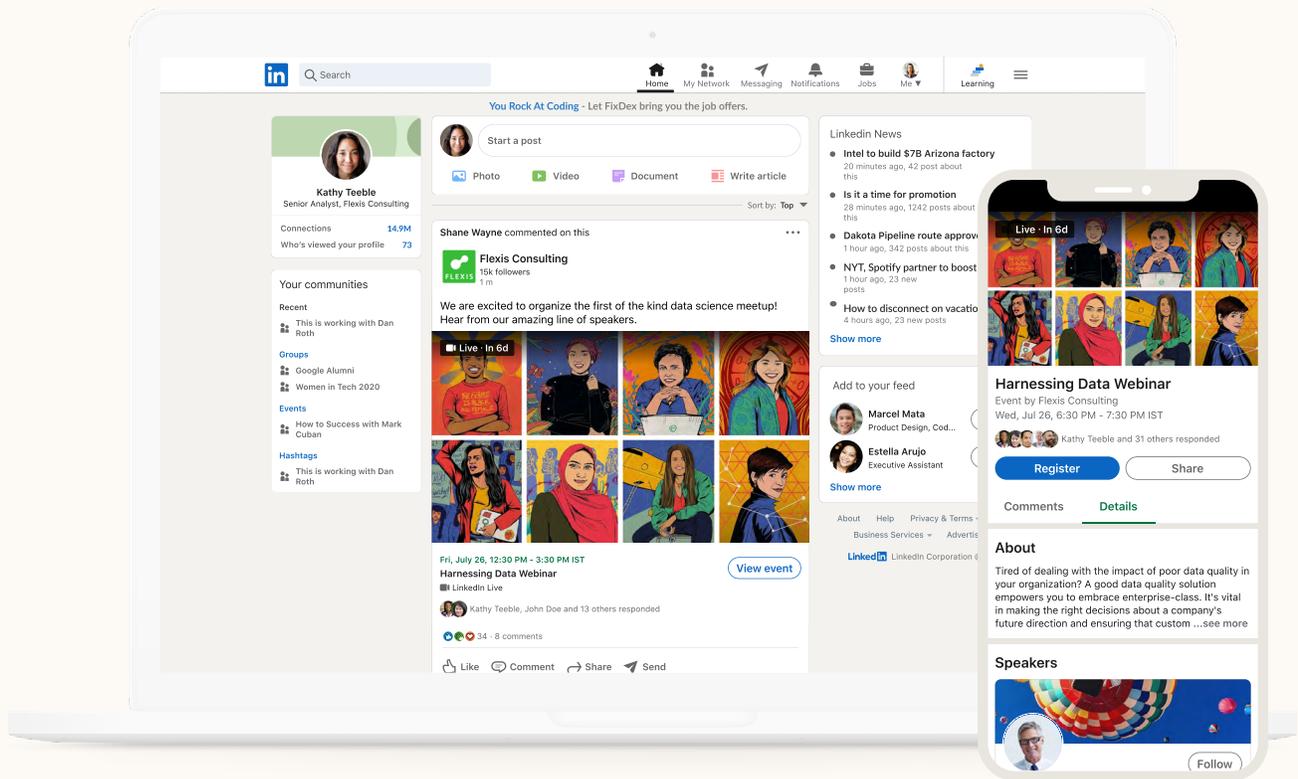
We recommend using a 16:9 ratio for your event page image, which also shows as the post image on your feed when your event is created.

Description

Add details about your event topic, speakers, and agenda in this section.

Step 3

Promote



1. Set up your event in advance

We recommend setting up your event at least 2-4 weeks in advance so that you get enough time to promote your event on and off LinkedIn and get maximum reach.

3. Share your event

Sharing your event increases its visibility, and it gives people who aren't in your network (not one of your 1st-degree connections) the opportunity to read more about your Event and decide whether they'd like to attend. You can also share the link directly with others using LinkedIn Messaging.

2. Invite attendees

Send out invites to your network as soon as your event is set up. This kickstarts discovery and increases the reach of your event on LinkedIn.

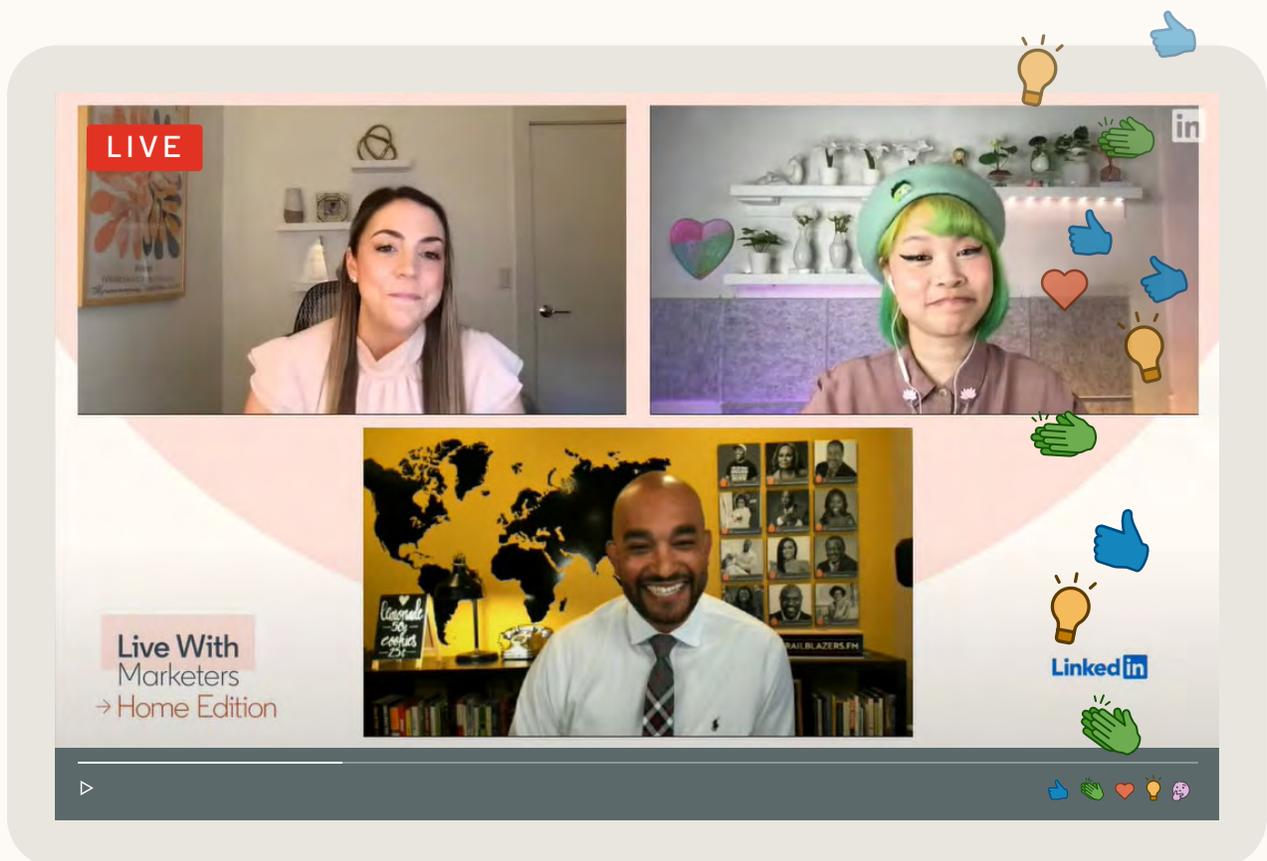
4. Leverage Event Ads

If you're hosting on behalf of your Page, you can promote your event to a targeted audience in advance and maximize attendance using [Event Ads](#).

Step 4

Go Live

1. Sync your LinkedIn account with the tool of your choice (choose from our [Preferred Partners](#): Streamyard, Restream, Vimeo, Socialive, and Switcher)
2. The event you created on LinkedIn will automatically show up on your streaming tool account
3. Enter the Studio and Go Live at the time of your event



Alex Rynne, Senior Content Marketing Manager at LinkedIn hosted a [“Live with Marketers” event](#) with guests Stephen A. Hart of SANS Institute and Goldie Chan of Lightricks.

Managing your Live Event on LinkedIn

Canceling or deleting your event →

Manage the attendees of your event →

Adding speakers to your event →

Eligibility for LinkedIn Live →

LinkedIn Live troubleshooting →

Scheduling your Live Event with a third-party tool →

