Linked in Marketing Solutions

LinkedIn Events decision guide

Public event



Do not require attendees to register

My event will be fully public, and discoverable on LinkedIn.

Any member can join by clicking "Attend."

Event visibility*

Public event

Visibility can't be changed once the event is created. Learn more

Require attendees to register

Attendees will provide name and email address to register. You can download these details.

Require attendees to register

My event will be fully public, and discoverable on LinkedIn.

Member must submit name and email address to gain access.

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🗸 Require attendees to register

Attendees will provide name and email address to register. You can download these details.

YES

Public event with no registration



★ Best for	Brand awareness and reach	Lead generation
Top use cases	Brand events, community events, conference keynotes, thought leadership	Webinars, targeted-au conference sessions, re
Q Discoverability	Discoverable on LinkedIn via search, My Network tab, Events tab, and feed	Discoverable on Linke My Network tab, Event
How to attend	Any member can join by clicking "Attend," without submitting registration info	Member must submit access to event and p
Who's notified	If used with LinkedIn Live, attendees will be notif	ied when the broadcast
 Shareability of content 	Event content is viewable only by those who've r	marked themselves as "a

Drive viewership with Single Image Ads or retargeting.

Public event with registration



Private event

Community building with a targeted audience

audience events, s, recruiting events	Executive roundtables, customer events
hkedIn via search, ents tab, and feed	Invite only / not organically discoverable via search, feed, Events tab, or My Network tab
nit name and email to gain I post-event recording	Admin can invite 1st-degree connections or share a private event URL. Members can then request to attend (Admin must approve).
ıst starts.	

"attending" — before the event start time.

