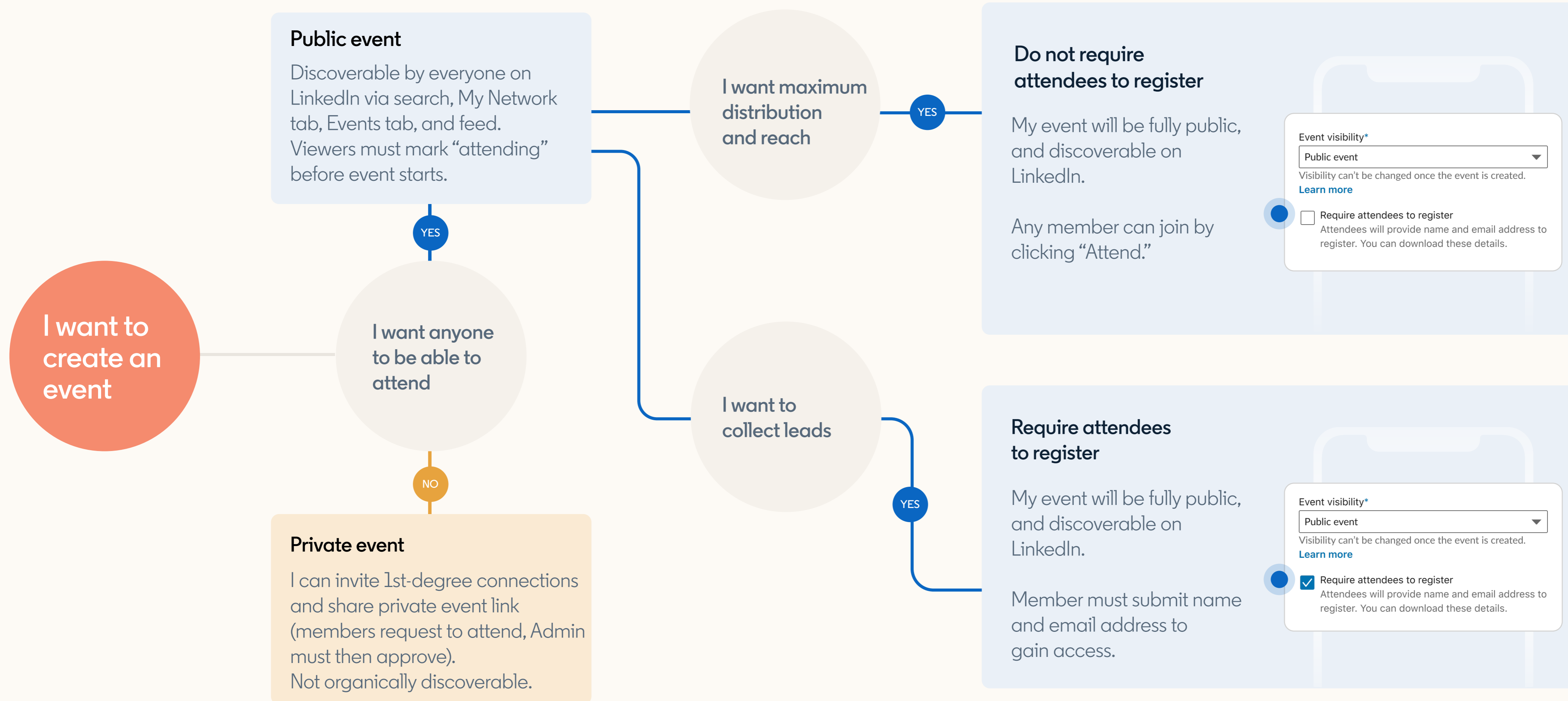


# LinkedIn Events decision guide

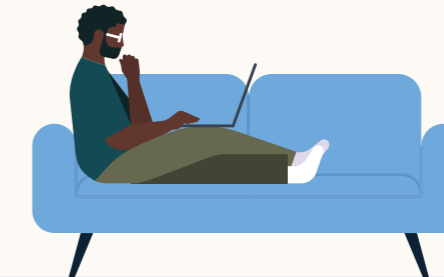




Public event with no registration



Public event with registration



Private event

★ Best for

Brand awareness and reach

Lead generation

Community building with a targeted audience

🚩 Top use cases

Brand events, community events, conference keynotes, thought leadership

Webinars, targeted-audience events, conference sessions, recruiting events

Executive roundtables, customer events

🔍 Discoverability

**Discoverable on LinkedIn** via search, My Network tab, Events tab, and feed

**Discoverable on LinkedIn** via search, My Network tab, Events tab, and feed

**Invite only / not organically discoverable** via search, feed, Events tab, or My Network tab

🏠 How to attend

Any member can join by clicking “Attend,” without submitting registration info

Member must submit name and email to gain access to event and post-event recording

Admin can invite 1st-degree connections or share a private event URL. Members can then request to attend (Admin must approve).

! Who’s notified

If used with LinkedIn Live, attendees will be notified when the broadcast starts.

🔗 Shareability of content

Event content is viewable only by those who’ve marked themselves as “attending” — before the event start time.

Drive viewership with Single Image Ads or retargeting.

[Learn more](#)