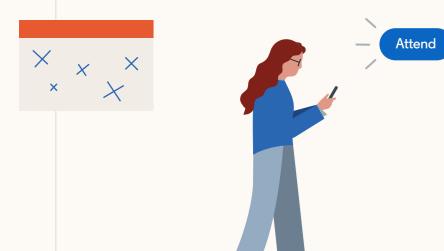
# The LinkedIn Events Attendee Experience: A new way to engage your audience on LinkedIn

3 days

before

### Drive organic & paid discovery

- Get discovered organically Between compelling **speaker** profiles and personalized event recommendations, attract the right audience. Attendees just hit "Attend" — and submit name and email if required — the rest is automatic: from confirmation to calendar holds to reminders.
- Scale awareness with ads Use Sponsored Content Single Image Ads to drive sign-ups.



## Amp up engagement & excitement

- Excite your audience
  - Attendees are notified that the event is a week away and which of their connections are also attending.
- Kick off conversation In the event feed, you can post a poll, questions, and thought starters. Recommend key posts to attendees up to two times a week.



1 week

before



#### **Ensure attendance**

- Ensure attendance We'll automatically remind attendees the event is coming up in three days.
- Cultivate engagement Encourage your speakers to post on your event feed and interact with attendees. You can recommend their posts to amplify reach.



## Manage event end-to-end

- Almost showtime
  - Attendees will get a final reminder 15 minutes before the event.
- Go live with LinkedIn

If you're using LinkedIn Live to broadcast your event, all attendees will receive a push notification when the livestream starts — one tap, and they're in

#### Continue the conversation

- Collect feedback
  - Attendees will gladly answer your survey, poll, or question on the event feed if they see you recommended the post.
- **Encourage rewatching** 
  - Attendees can re-watch the recording anytime on the event's feed.
- Retarget attendees

Nurture your attendees post-event by seamlessly retargeting them in a follow-up campaign.



event



Day of

2 weeks before

Ready to host your own LinkedIn Event?

after