



LinkedIn Events

Getting Started Guide

LinkedIn Marketing Solutions

Why host events on LinkedIn?

With LinkedIn Events, you can bring your professional community together, safely, in real-time.

- **Host your event in a trusted, one-stop-shop environment** by streaming LinkedIn Live video content directly to your event attendees.
- **Attract the right professional community** by promoting your event to a relevant audience and driving organic discovery through a number of LinkedIn channels.
- **Engage your community before, during, and after** the event with a range of paid and organic tools.
- **Prove ROI** by collecting leads with a free registration form and robust event analytics.

What are LinkedIn Events?

[LinkedIn Events](#) help organizations deepen relationships with target audiences by bringing their professional community together in a dedicated space on LinkedIn. Think of it as a hub where you can build excitement leading up to your event, social chatter during your event, and a lasting community after.

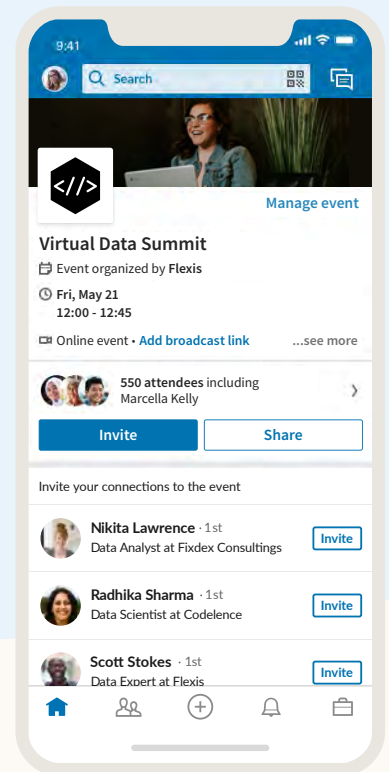
How do LinkedIn Live & LinkedIn Events work together?

[LinkedIn Live](#) and LinkedIn Events work together, allowing marketers to stream live video content directly to their event attendees.

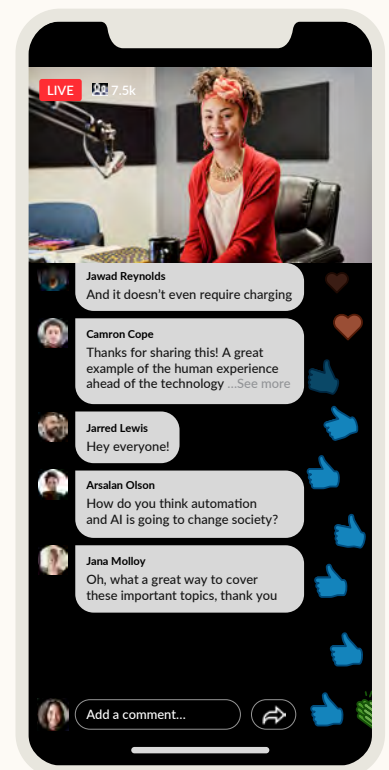
For those approved for LinkedIn Live, the process is simple: create an event, indicate that it is “online-only,” and on the day of the event, select the event — rather than your organization’s Page — as the stream destination. All event attendees will be notified of the stream starting.

Currently, our Preferred Partner third-party broadcast tools that integrate LinkedIn Live and LinkedIn Events include StreamYard, Restream, Socialive, and Switcher Studio.

We also offer the ability to [go live with a custom stream](#), which allows you to confidently broadcast using your streaming tool of choice, like Zoom, Webex, or OBS. Unfortunately, you cannot yet go live with a custom stream directly to your event attendees. Instead, we recommend you go live to your Page followers and share that link to the feed of your LinkedIn Event.



LinkedIn Events



LinkedIn Live

Getting started

To get started with hosting an event on LinkedIn, follow these simple steps.

LinkedIn Events

1

Become a Page Admin

If you'd like to host an event on behalf of your Page, you'll first need to make sure that you have super or content admin access. Talk to your social media manager if this is something you need.

2

Navigate to the "Create an event" button

From the Admin view of your LinkedIn Page, click the "Admin tools" menu. Here you'll see the option to "Create an event."

3

Create event

In the second field of the event creation form, set "Organizer" as your Page. For virtual events, use the toggle button to indicate that this is an online-only event.

When to require registration for your event

No registration

Achieve brand awareness and maximum reach. Your event can be attended by any member on LinkedIn.

Event visibility

Settings cannot be changed after event creation [Learn more](#)



Public event

Anyone can view the event and choose to attend.



Require attendees to register

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

With registration

Capture names and email addresses of all event attendees — in a way that's GDPR-compliant.

Event visibility

Settings cannot be changed after event creation [Learn more](#)



Public event

Anyone can view the event and choose to attend.

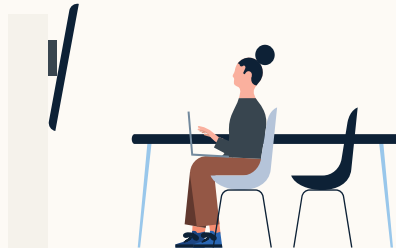


Require attendees to register

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

Which LinkedIn Event will work best for you?

Event with no registration



Event with registration



Best for

Brand awareness and reach

Lead generation



Top use cases

Brand events, community events, conference keynotes, thought leadership

Webinars, targeted-audience events, recruiting events



Discoverability

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



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.



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.

5

Attract your target audience directly

Invite your first-degree connections to attend. You can also use Event Ads to maximize attendance beyond people you know — like decision-makers and practitioners — or [retarget registrants from a past LinkedIn Event](#). (At this time, inviting Page followers to an event is not yet available.)

6

Attract your target audience indirectly

To ensure a broad audience, create an event with **no registration**. Share the event to your Page (using organic post targeting to reach a targeted subset of your followers) as well as on your LinkedIn feed to your personal network. To boost event registration, consider using demand generation tactics like email and blog.

7

Engage your audience

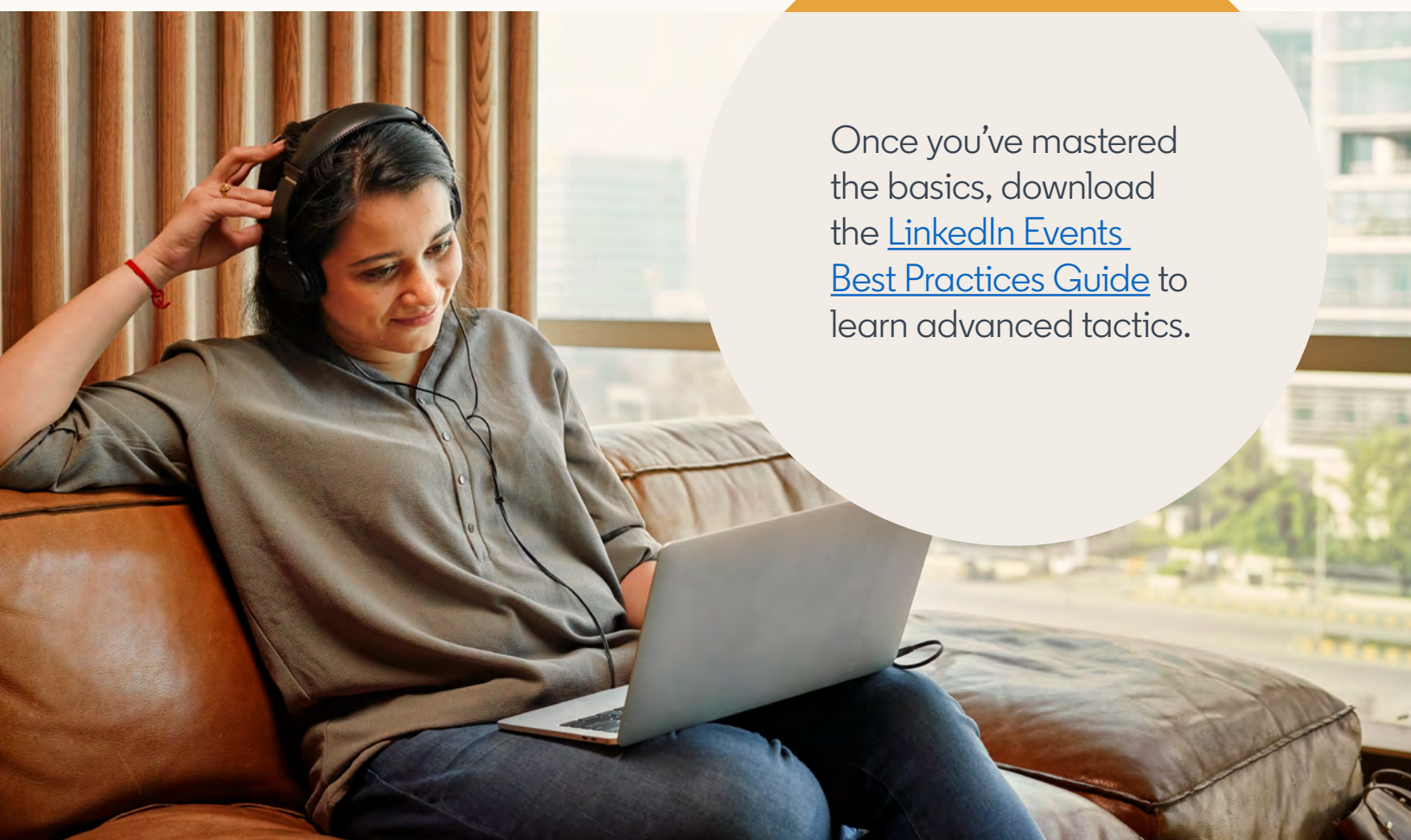
As the event organizer, you can start and engage in conversations around the event and relevant topics.

Ask questions, and post thought starters to prompt discussions.

8

Optional Go Live

When you go live directly to an event using one of our [Preferred Partners](#) or a custom stream, the stream will appear on the event feed and trigger a notification to all event attendees.



Once you've mastered the basics, download the [LinkedIn Events Best Practices Guide](#) to learn advanced tactics.

LinkedIn Live

If you'd like to use LinkedIn as your end-to-end event hosting platform, here are the quick steps to get started.

1

Apply for access to LinkedIn Live

Before pairing LinkedIn Live with LinkedIn Events, [apply to become a LinkedIn Live broadcaster](#). LinkedIn reviews every application to ensure a high-quality, engaging viewing experience for all members.

While there are no hard and fast rules, these are our guiding principles:

- **Brands with active communities**

We look for brands who have experience creating content on LinkedIn. Brands who have created text, image, or video posts will get the most out of LinkedIn Live.

- **Brands with 500+ followers**

To ensure a quality audience for your live stream, Pages with 500 followers or more fare best. If your Page follower number isn't quite there yet, ask your Page Admins to use the using "Invite to Follow" to invite their first-degree profile connections to follow the Page.

- **Brands who abide by our Professional Community Policies**

Our [Professional Community Policies](#) is designed to ensure that all members are entitled to a safe, trusted, and professional experience on our platform.. Only admins and Pages who are in good standing will be considered for having Live access.

Once your application is approved, you will receive a confirmation email containing a link to the [LinkedIn Live Getting Started](#) website. We've also shared steps here.

2

Choose your broadcaster tool

After getting approved, your next step is to select a streaming tool that works best for your budget and streaming needs (LinkedIn does not currently offer native streaming capability). For the full list of tools, visit the [LinkedIn Live Getting Started site](#).

3

Sign in to your streaming tool

If you're using a Preferred Partner to stream, access the broadcaster tool using your LinkedIn profile login. On the [LinkedIn Live Getting Started website](#), you can find detailed onboarding instructions for each broadcaster tool by clicking on the broadcaster's logo. When going live with a custom stream, [visit the custom stream portal](#) and follow the steps to generate a stream key.

4

Troubleshooting

Need help? Visit the ["LinkedIn Live Troubleshooting" help page](#).

LinkedIn Live best practices

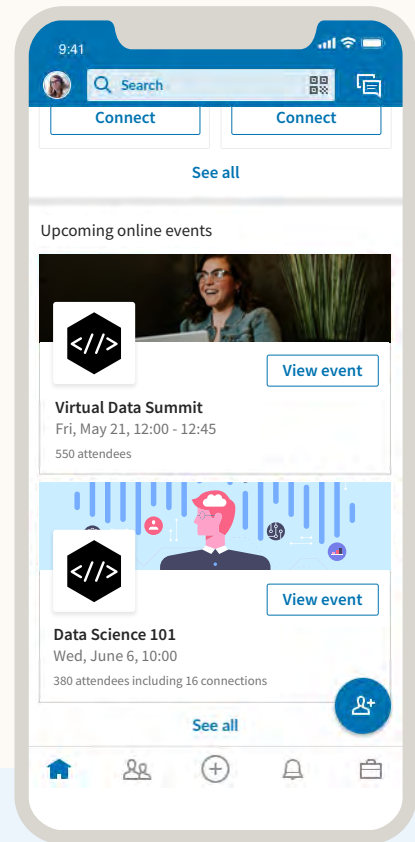
Download:

- [LinkedIn Live Best Practices Guide](#)
- [LinkedIn Live Producer's Guide](#)

Visit the [LinkedIn Live website](#) to apply for access or get additional support.

What type of events work well on LinkedIn?

Now that you've got your event set up, it's time to build out the event content strategy. We've outlined the top content ideas event marketers are seeing success with on LinkedIn.



Events with no registration

Community and brand-building events: share knowledge and teach your audience.

For example: Virtual fireside chats, “Ask Me Anything” sessions with leaders, influencer interviews, and discussions delivering insights and analysis.

Conference keynotes: High-level, inspiring, thought leadership-driven content valuable to anyone. These can help drive interest in more targeted sessions.

Events with registration

Targeted-audience events: target specific companies, verticals, job functions, or regions/languages. For example: Product demos for specific functions and industry seminars.

Recruiting events: Showcase company culture and the employee experience to attract future hires. For example: campus tours, role spotlights, and “Q&A” with talent manager.

Best-in-class examples

Looking for inspiration? Here are some of the best examples we've seen of events you can host on LinkedIn.

Community & brand-building



Gartner touted their remote LinkedIn Live skills. In this interview, their Chief of Research discusses how to support your people and sustain your organization during #COVID19.

[See the post ▶](#)



The Wharton School went live with the Chief Economic Adviser at Allianz on the topic of “Unusual Uncertainty: The World in 2020 and Beyond.”

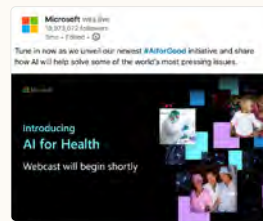
[See the post ▶](#)

Targeted audience events



To help marketers gain clarity on how to thrive and help others during uncertain times, the team here at **LinkedIn Marketing Solutions** hosted “Marketing for Today's Evolving World of Work”

[See the event ▶](#)



Microsoft went live to unveil their new “#AIForGood,” discussing how AI could help solve some of the world's most pressing health problems.

[See the post ▶](#)

Conferences



The Product School livestreamed Product Summit 2020, the biggest online product conference in the world, featuring prominent speakers from several leading brands.

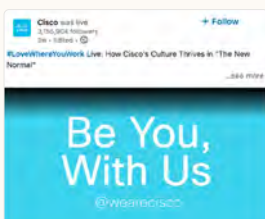
[See the post ▶](#)



In a quick pivot, **Adobe Summit** turned their planned in-person event into a virtual get-together.

[See case study ▶](#)

Talent branding



Cisco used their recurring “#LoveWhereYouWork” series to demonstrate how Cisco's culture thrives in “the new normal.”

[See the post ▶](#)



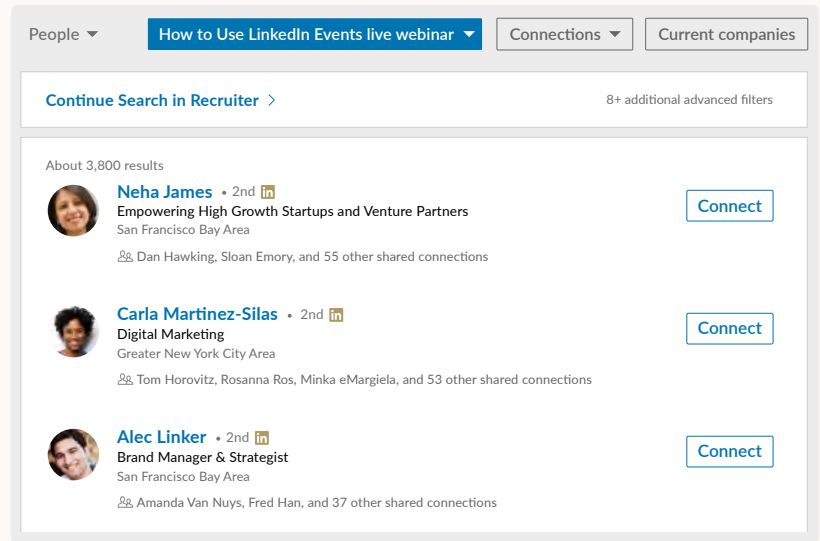
Twitter hosted an event featuring four Product Management leaders as they shared a day-in-the-life in their roles.

[See the event ▶](#)

Proving the value of your event

LinkedIn Events offers marketers an exciting way to prove the value of their event strategy: the ability to see an “attendees list” of key prospects and customers who expressed interest in your event.

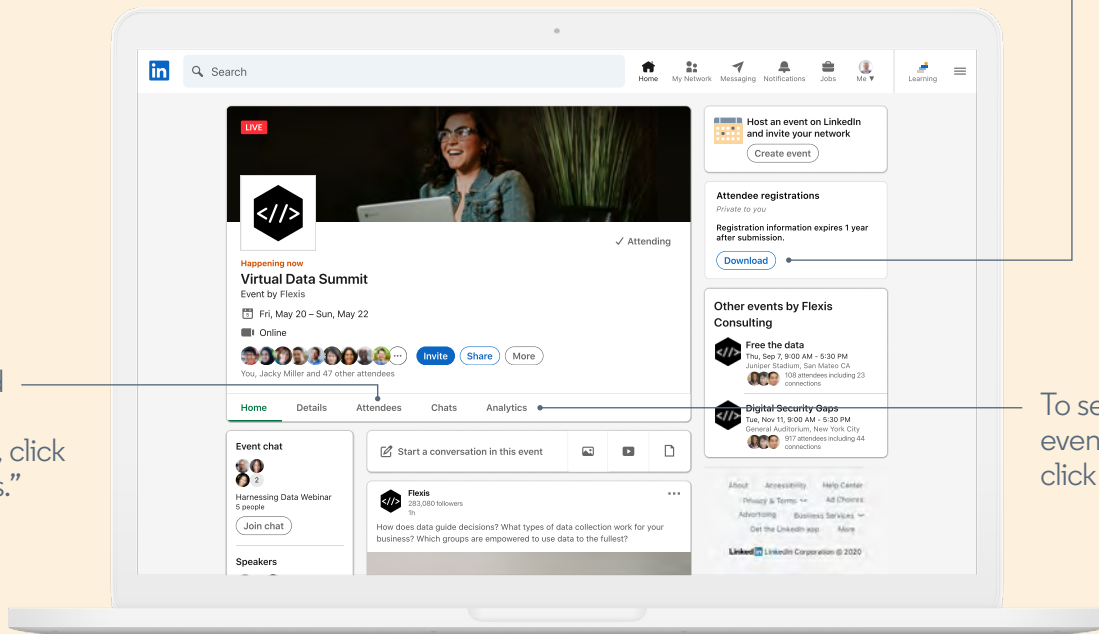
If a registration form was used, Admins can download the name, email, company, country, and job title of all attendees from the event details page. Please take note of which registrants opted into marketing and which did not.



On your LinkedIn Event page:

Download registrants collected through the registration form.

To see and manage registrants, click “Attendees.”



To see your event analytics, click “Analytics.”

Virtual Data Summit
Event by Flexis

Online event

Fri, May 21, 12:00 - 12:45 (your local time) [Add to calendar](#)

Analytics highlights

Lifetime

756

LinkedIn Live
viewers at peak

905

Total attendees

6,457

Total unique event visits

Data Analyst

Attendees' top job
function

Analytics highlights

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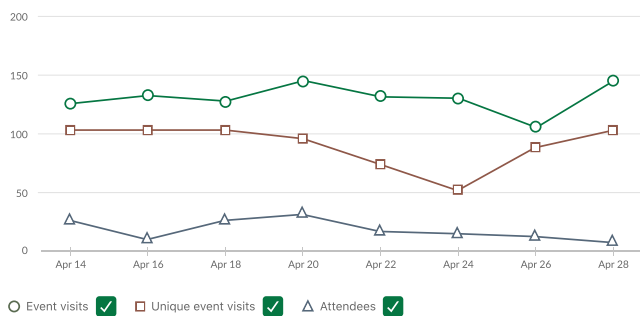
Total unique event visits

Data Analyst

Attendees' top job
function

Visit and attendance metrics

Apr 14, 2021 - Apr 28, 2021



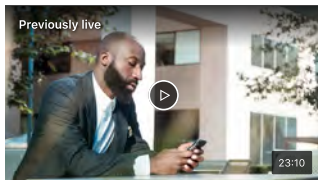
LinkedIn Live analytics

Lifetime

May 15, 2021 • 8:30 AM - 10:30 AM

A Future Without Money Problems

Media literacy is such an important topic (for teens and adults!) Join our LinkedIn Live discussion with Common Sense Media.



Highlights

756

Live viewers at peak

980

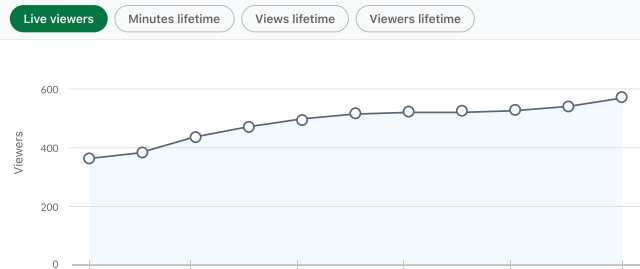
Minutes lifetime

820

Views lifetime

695

Viewers lifetime



Video engagement

51

Reactions

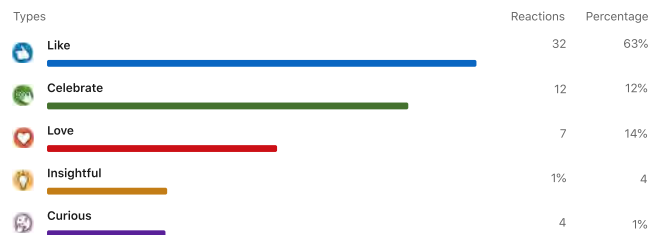
32

Comments

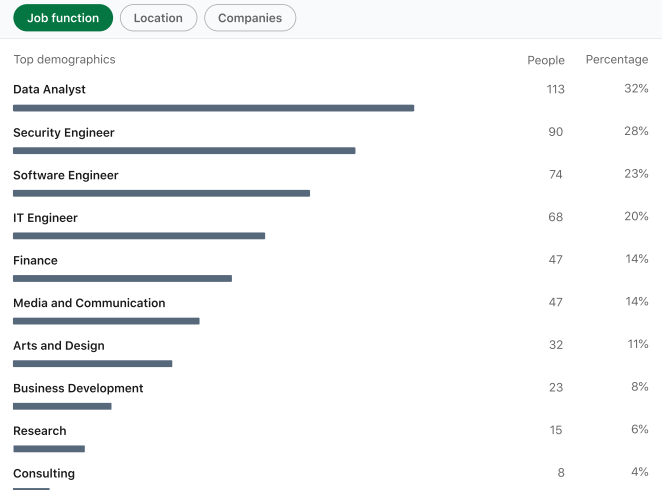
10

Shares

Reactions breakdown



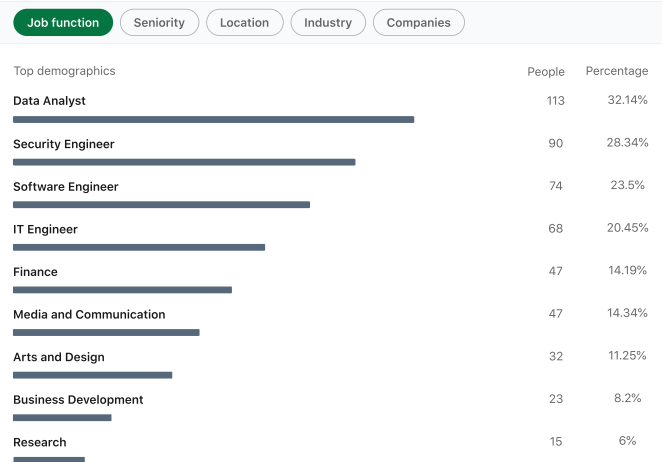
Top viewer demographics



[See less analytics](#)

Top audience demographics

Jul 14, 2020 - Jul 28, 2020 Attendees



What you'll see in your event analytics tab:

- Visitor and attendee metrics, including total event visits, unique event visits, and attendees
- Top demographic metrics, with industry, job function, seniority, company, and location breakdowns by visitors and attendees
- Post engagement metrics, including reactions and comments on every event feed post

When you stream to your event directly using LinkedIn Live, you'll get a robust set of reach, engagement, and firmographic data about members who viewed the livestream. Here are the various analytics available for live videos:

Livestream performance

- Peak number of concurrent viewers while the video was live
- Total minutes watched
- Total number of views (a unique view is counted once watch time exceeds 3 seconds)
- Viewers for both live and replay versions

Engagement highlights

Number of reactions, comments, and shares

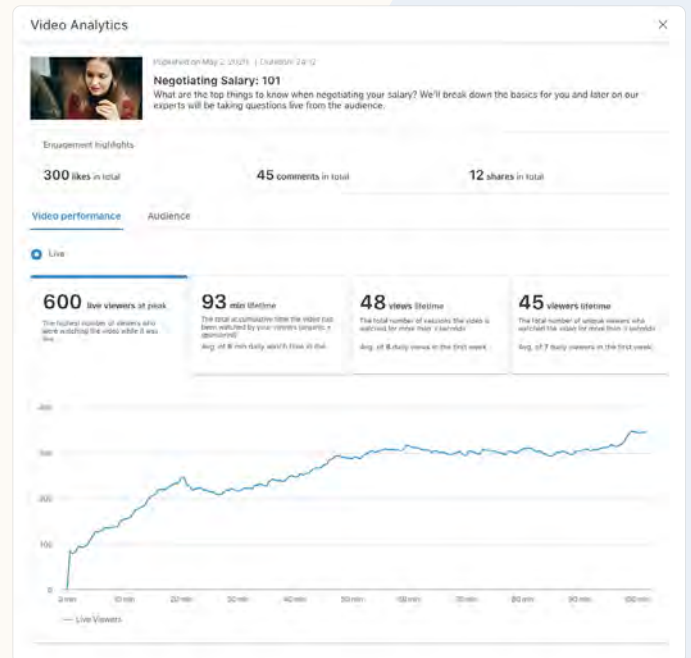
Audience firmographics

Top Pages, titles, and location watched from (no other platform offers this type of firmographic data)

When using a custom stream to go live on your Page, here's how to view your livestream analytics:

1. Sign in as Page Admin
2. Click on the "Analytics" drop-down menu
3. Select "Updates"
4. Scroll to "Update engagement"
5. Locate the livestream in the list of updates
6. Click on the "video views" number to see the video data

Alternatively, at the bottom of the "previously live" post on your Page's feed, click "View analytics."



Pro tip

Metrics for only the live session are not separated from the replay engagement numbers. Take a screenshot of your engagement stats right after the live stream so you can compare the two later.

Where can I go to learn more or get help?

This playbook is just the start. If you're looking for more LinkedIn Events or LinkedIn Live resources or support, visit the [LinkedIn Virtual Events solutions website](#).

LinkedIn marketing partners

Want help with your LinkedIn Events? Our trusted marketing partners, who specialize in content marketing, are experts at creating content for LinkedIn. They'd be excited to support you every step of the way. Visit the [marketing partner directory](#) or reach out to your LinkedIn representative to learn more.

Good luck with your virtual event!

Bring your professional community together,
virtually and in real-time.

Get started