



Your Guide to Hosting Events on LinkedIn

Using LinkedIn Live and LinkedIn Events

LinkedIn Marketing Solutions

Relationships matter to marketers, now more than ever. Real-time human interaction has always been at the heart of building those relationships, and although we can't interact in person, that doesn't mean we can't stay connected to our communities.

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

So let's try something new together. To help you along this journey, we've created a guide with resources on conducting successful events on LinkedIn.



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Before the stream

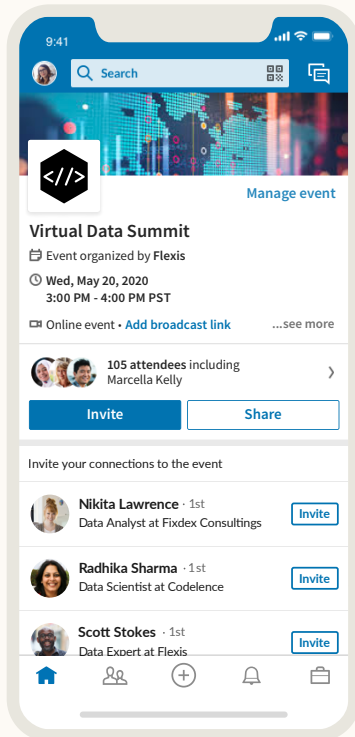
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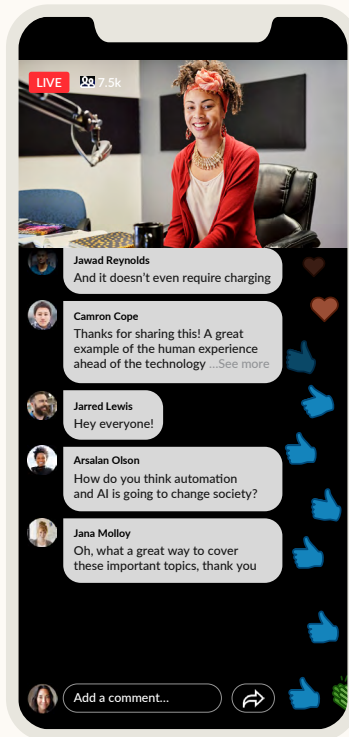
Proving the value of your event

Why host events on LinkedIn?

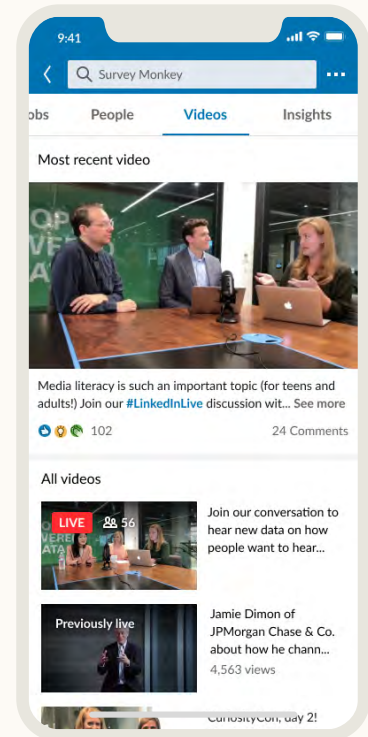
With access to tools like LinkedIn Live and LinkedIn Events, organizations of all industries and sizes are finding success with hosting events on our platform. Here's why.



LinkedIn Events



LinkedIn Live



LinkedIn Page "Videos" tab



Host your event in a trusted environment.

By hosting your event on LinkedIn, you're using a platform people know and trust. Now, you have the option to use LinkedIn Live to drive broad awareness for your event content, or LinkedIn Events to drive engaged conversations with a targeted subset of your audience. You can also facilitate the entire event lifecycle on LinkedIn by streaming LinkedIn Live video content directly to your LinkedIn Event attendees.



Attract the right professional audience.

New organic discovery features and intuitive sharing options make it easier than ever to attract the right professional audience to your event.



Engage your audience before, during and after.

Facilitate conversations and connections before your event and encourage attendees to relive the experience long after it has ended.

What is LinkedIn Live?

[LinkedIn Live](#) helps organizations drive unprecedented reach and brand awareness by bringing their professional community together via a public and discoverable event on LinkedIn. Through third-party broadcaster tools, brands can live stream video content from our platform straight to their Page followers.

What is LinkedIn Events?

LinkedIn Events helps organizations deepen relationships with target audiences by bringing their professional community together via a closed and invitation-driven event 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 persistent community after.

How do LinkedIn Live & LinkedIn Events work together?

LinkedIn Live and LinkedIn Events now also work together, allowing marketers to stream live video content directly to their LinkedIn 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, open your third party broadcast tool and select the event as the stream destination, rather than your organization’s Page. All event attendees (and only event attendees) will be notified of the stream starting.

Currently, third-party broadcast tools that integrate LinkedIn Live and LinkedIn Events include Streamyard, Restream, Wirecast and Socialive. Wowza is coming soon.



LinkedIn Live vs. LinkedIn Events: When to use what?

LinkedIn Live

LinkedIn Live by itself is a good option when you want to achieve top-of-funnel goals like brand awareness and reach. Your live broadcast will be aired publicly, available to anyone on LinkedIn.

But because your Page followers are most likely to view it – each broadcast triggers a notification to a subset of your followers – it's typically best to stick with content topics that appeal to your existing audience on LinkedIn. When using LinkedIn Live on its own, you can engage with attendees during the event, but you cannot view the attendee list.



LinkedIn Events

LinkedIn Events is the better option when your goal is to build community through sustained, quality engagement. LinkedIn Events can be planned weeks or months in advance, with options to engage your audience before, during, and after your event. You can share your event's unique URL through multiple channels.

For these reasons, LinkedIn Events is a good option for reaching a targeted audience you want to engage more deeply, whether they follow your Page or not. LinkedIn Events live streams are private to attendees, and your attendee list is viewable.



TL;DR

Stream **LinkedIn Live to Event attendees** to curate a targeted audience and engage with them before, during and after your stream.

Stream **LinkedIn Live to Page followers** to see maximum reach and organic distribution for your content.

Getting started

To get started with hosting an event on our platform, follow the steps below:



LinkedIn Live

In order to pair LinkedIn Live with LinkedIn Events, your Page will first have to [apply for access](#) and get set up. Use the below instructions to understand how.

■ **Apply for access to LinkedIn Live**

The first step towards live streaming is to [apply](#) or ask your LinkedIn Marketing Solutions representative for access. We aim to create a high-quality, engaging viewing experience for our members, so we carefully review every application that comes through. While there are no hard and fast rules, we do have some guiding principles:

- **Brands with active communities**
We're looking for brands who make an effort to regularly engage audiences, take the time to respond to comments and create a dialogue.
- **Brands with +1K followers**
To ensure there's an audience for your live stream, we find that Pages with +1K followers fare best. If you aren't quite at that threshold, you can consider leveraging "Invite to Follow," a feature that allows Page Admins to invite their first-degree profile connections to follow their Page.

Once your application is approved, you'll receive an email notification on how to [get started](#). We've also shared below.

■ **Choose your broadcaster tool**

After getting approved, your next step is to select and sign into one of our third-party broadcaster tools. For the full list of partner tools, visit the [LinkedIn Live Getting Started site](#) or reach out to your LinkedIn account representative.

■ **Sign in to your broadcaster tool**

Once you've selected the broadcaster tool that works best for your budget and streaming needs, you'll need to simply sign into that tool using your LinkedIn profile login credentials. You can find getting started documentation on our [Resources Hub](#) for each partner tool, detailing step-by-step instructions for authenticating your new tool with the LinkedIn Page you want to stream from.

If you need additional help getting set up, we recommend visiting your tool's website for extensive documentation and support options.

■ **Troubleshoot**

You'll find the most up-to-date troubleshooting information for each broadcaster tool in the [LinkedIn Live Resources Hub](#).

LinkedIn Events

■ Become a Page Admin

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

■ 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."

■ Create Event

In the second field of the event creation form, change the Organizer to the Page you're posting an Event on behalf of and fill out the rest of the form. For virtual events, slide the toggle button to indicate an online-only event.

■ Attract your target audience indirectly

For wider promotion of an event, share the event URL on your Page feed (use organic post targeting to reach a targeted subset of your followers) or to your personal network. To boost event registration, consider using traditional demand generation tactics, like email marketing and paid ads.

■ Attract your target audience directly

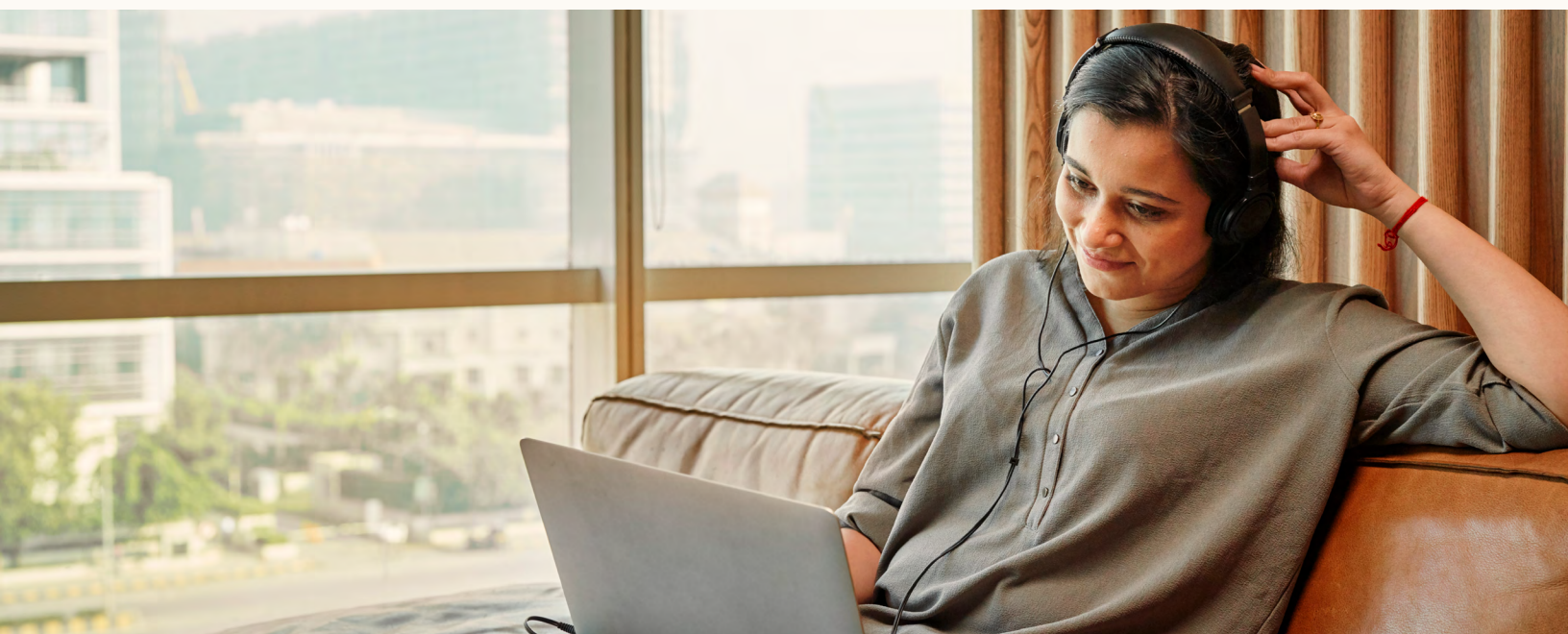
To grow your attendee list, directly invite your first-degree profile connections to attend an event (only Page Admins can do this). At this time, you cannot invite your Page followers to the event directly.

■ Engage your audience

As the event organizer, you can start or contribute to existing conversations. Encourage attendees to connect & engage with one another on the Event page, even prior to the event. As an organizer, you can recommend key posts in the event feed to your attendees up to two times per week.

■ Go Live to your event attendees

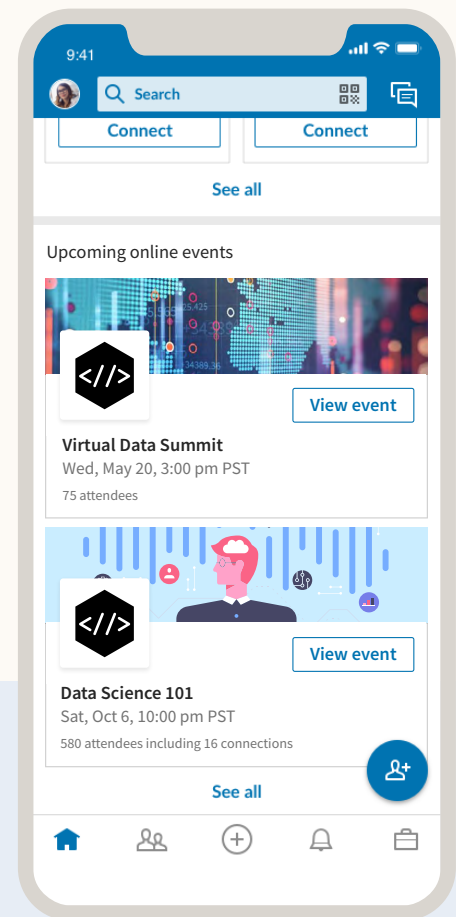
If you've chosen to pair LinkedIn Live with your LinkedIn Event (see below for how to get started), open your third party broadcast tool and select the event you'd like to stream to in order to start the stream in your event feed. This will trigger a notification to all event attendees.



What type of events work well on LinkedIn?

Now that you've got your tech properly set up, it's time to build out your content strategy. You can use live events to accomplish many goals, but we've outlined the top content ideas event marketers are seeing success with on our platform here.

Most of these use cases work well across both in-person and virtual events.



Community and brand building events

Sharing knowledge and teaching your audience works well in the events context. Examples here include engagement-focused events, like fireside chats or “Ask Me Anything” sessions with C-suite members, influencer interviews or panels, or discussions that allow you to deliver insights & analysis your organization is uniquely positioned to provide.



Targeted-audience events

These are events targeting specific companies, verticals, job functions, or regions/languages. Examples include account based marketing events, verticalized events, and product demos to specific functions.



Conferences

We know in-person events are being reevaluated right now, but your content doesn't have to go to waste. Pivot your event to a virtual conference instead. Many in-person events that would have normally required registration are now being made freely accessible due to coronavirus.



Talent branding

Use your event to showcase the experiences of employees or students, or both. Examples include career conversations, campus tours, and recruiting events intended to raise targeted awareness of an organization or school.

Best-in-class examples

In need of more 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."

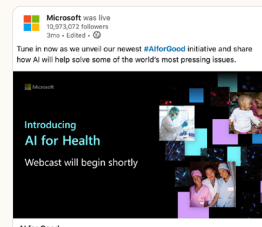
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Targeted Audience Events



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"

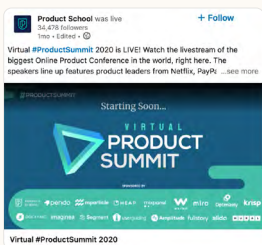
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Microsoft went live to unveil their new "AIForGood," discussing how AI could help solve some of the world's most pressing health problems.

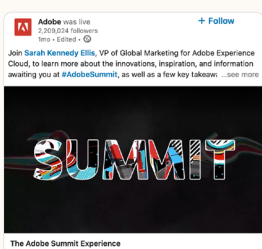
[See the post](#) ▶

Conferences



The Product School live streamed 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.

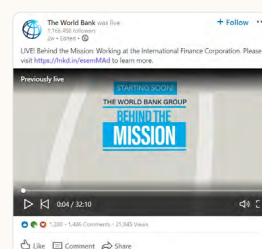
[See the post](#) ▶

Talent Branding



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

[See the post](#) ▶



The World Bank runs an event series to promote career opportunities and share staff experiences.

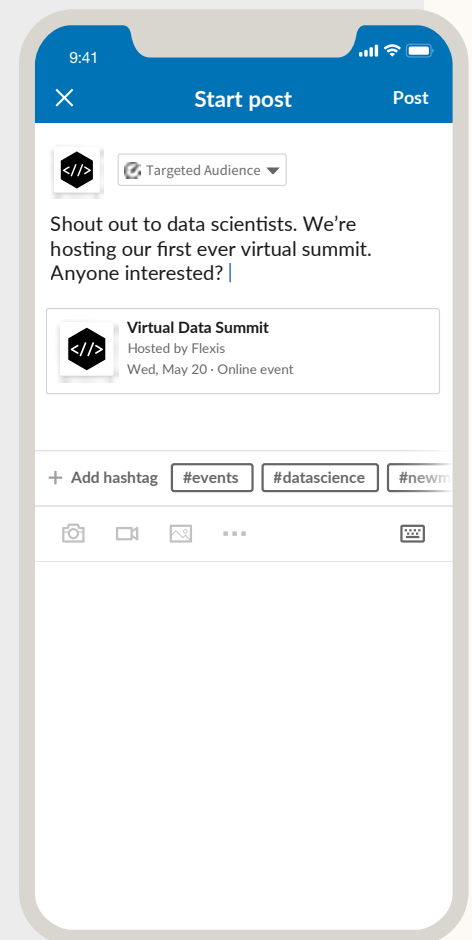
[See the post](#) ▶

Maximizing the events lifecycle on LinkedIn

Home to the world's largest professional community, LinkedIn has the ecosystem and features to help make any event a success. Here are actions you can take before, during and after your event to maximize its value.

Before the event

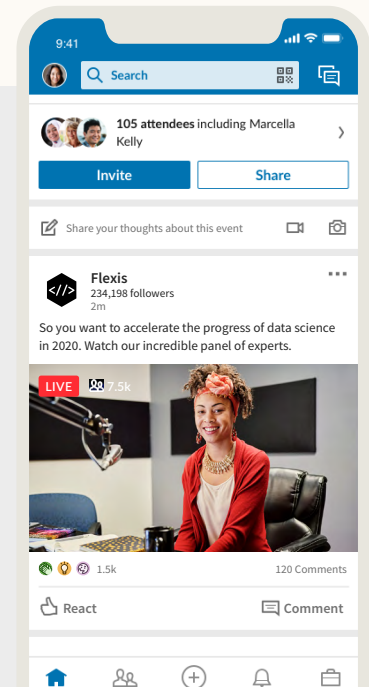
- ✓ **Share the event with your Page followers using organic post targeting.** You can target your invitation post by language, location, function, seniority, industry and company size.
- ✓ **Broaden your reach beyond your Page followers.** Page admins can invite their first-degree profile connections to attend an event.
- ✓ **Email your event URL to an existing target list of attendees.** You can also share your event URL via most traditional marketing channels.
- ✓ **Start a conversation in your event feed and recommend the post to attendees.** By posting to your event feed, you can kickstart pre-event conversations and drive buzz for the upcoming content. Recommend posts to attendees up to two times per week to ensure they are notified of the conversation.



Coming later this year, capture registrations directly on LinkedIn. Collect accurate information (email, industry, etc.) from your event attendees with a pre-filled [Lead Gen Form](#).

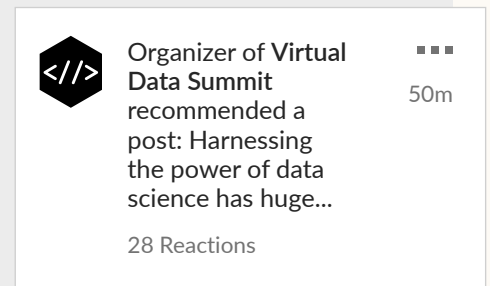
During the event

- ✓ **Stream multiple sessions.** You can notify attendees of a live broadcast within a LinkedIn Event up to four times per day, which is helpful if you're conducting a multi-session event.
- ✓ **Share highlights to the event feed.** Amplify and promote engagement by sharing quotes, images and other highlights from the live event to the LinkedIn Event feed.



After the event

- ✓ **Drive post-event engagement.** Share a survey or ask attendees what they'll take away from the content, and promote community by encouraging attendees to connect and network with each other. Don't forget to recommend the most important posts to your attendees.
- ✓ **Use your "Videos" tab to extend the shelf life of your event.** Download your broadcast video from the third party tool and slice into bite-sized highlights. Then, upload them to your Page as organic video, where they'll be available in the new "Videos" tab.
- ✓ **Review your event attendee list to prove value.** LinkedIn Events offers marketers an exciting way to prove the value of their event strategy: the ability to see which members registered via the attendee list. Use this to find out if any key prospects or customers expressed interest in your event.



Later this year, retarget event attendees. Follow-up with those who attended your event with additional content to keep them engaged with [retargeting](#), keeping your brand and your message top-of-mind.

Best practices for LinkedIn Live

If you choose to use LinkedIn Live for your virtual event, here are our top tips on how to execute your live stream successfully.

General

Be mindful when using pre-recorded videos. When followers are notified of your live stream, they expect the stream to be happening in real-time. If you need to share pre-recorded content due to legal or compliance issues, we recommend you at least intro and outro the content with fully live segments (at least 5-10 minutes each).



Before the stream

- **Test your internet connection.** Use speedtest.net to ensure you've got at least 10 MBPS upload speed.
- **Get the right people in the room.** Most organizations will want at least one person to manage the 3rd party broadcast tool and one person to moderate the conversation in the comments.
- **Plan to stream for at least 30 minutes.** Your audience will likely build the longer you stream, so don't cut your efforts short with a quick stream.
- **Figure out the optimal time to go live.** Review your "Followers" tab under Analytics to see where most of your audience is located, and go live at a time that allows the largest segment of your audience to join (e.g. during the work day or right after).

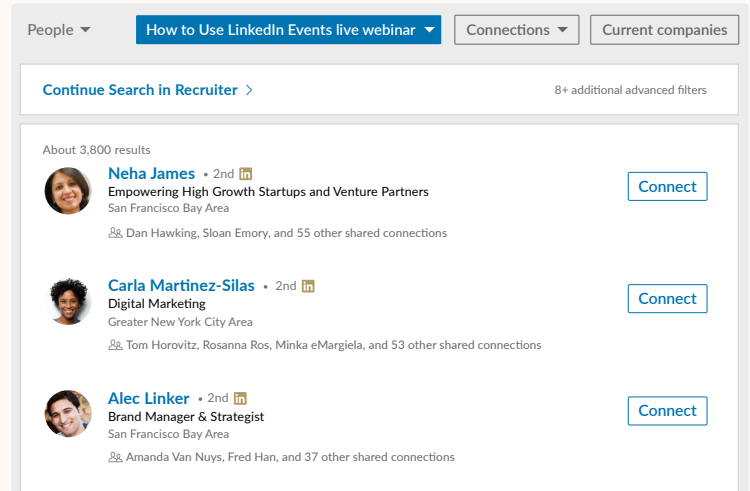


During the stream

- **Moderate your stream.** The best way to moderate a stream on LinkedIn is to have a colleague with Page Admin access pull up your Page on a separate device and manage the flow of comments from the Page Admin view. Make sure to refresh the webpage from time to time to get the most recent comments. The moderator can then delete or report inappropriate comments and relay any questions. Use a mobile device to respond as a Page and a desktop device to interact as a member.
- **Emphasize genuine engagement.** A big reason why [78% of views for Automation Anywhere's product announcement came from LinkedIn Live](#) is because the team prioritized answering all sorts of technical questions during the broadcast.
- **Have fun!** Part of the beauty of live events is that *it's live, and audiences know it*. It's okay if you don't nail your script perfectly or if something unexpected happens. If the unexpected happens, embrace it and inject some humor into your stream.

Proving the value of your event

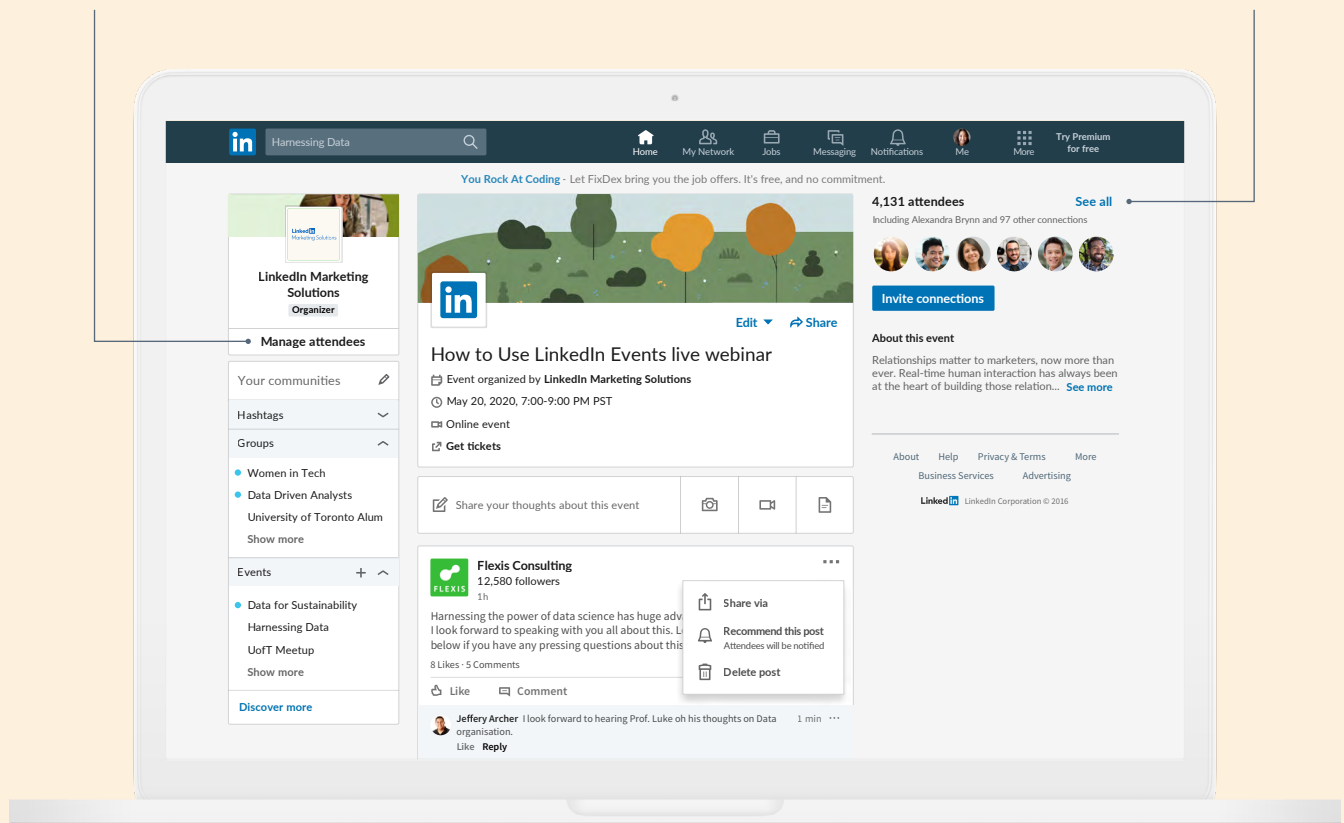
LinkedIn Events offers marketers an exciting way to prove the value of their event strategy: the ability to see an “attendees list” of key prospects or customers who expressed interest in an event.



On your LinkedIn Event page:

To remove an attendee, click “Manage attendees.”

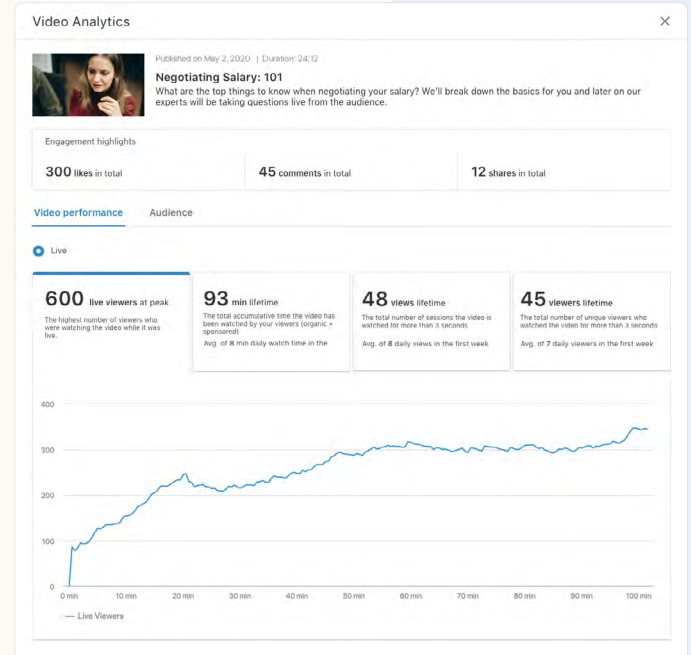
To see your attendees list, click “See all.”



To review your LinkedIn Live analytics:

1. Sign into your Page Admin view
2. Click on the “Analytics” drop-down menu
3. Select “Updates”
4. Scroll to “Update engagement”
5. Locate the livestream within the list of updates
6. Click on the “video views” number to open a pop-up showing the video’s stats

Alternatively, at the bottom of the “previously live” post on your Page’s feed, click “View analytics.”



When paired with LinkedIn Live, marketers get a robust set of reach, engagement, and firmographic data on members who viewed the live stream. Here are the various analytics available for all live videos.

Live stream 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)

Pro tip

Take a screenshot of your engagement stats right after the live stream, to compare against replay metrics 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 <https://lnkd.in/VirtualEvents>.

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 and are 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!



LinkedIn Virtual Events Solutions

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

Get started

LinkedIn Marketing Solutions