



LinkedIn Events

Getting Started Guide

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.

As businesses everywhere prioritize the well-being of their communities, many organizations have started to look for alternatives to in-person gatherings. **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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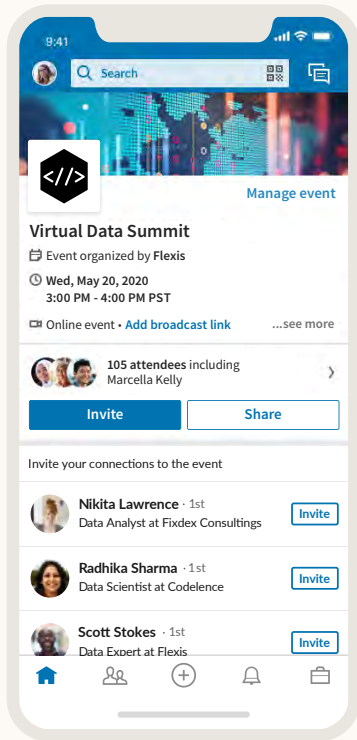
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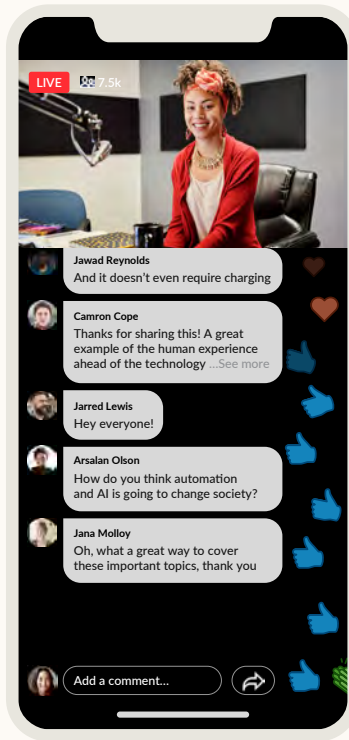
Proving the value of your event

Why host events on LinkedIn?

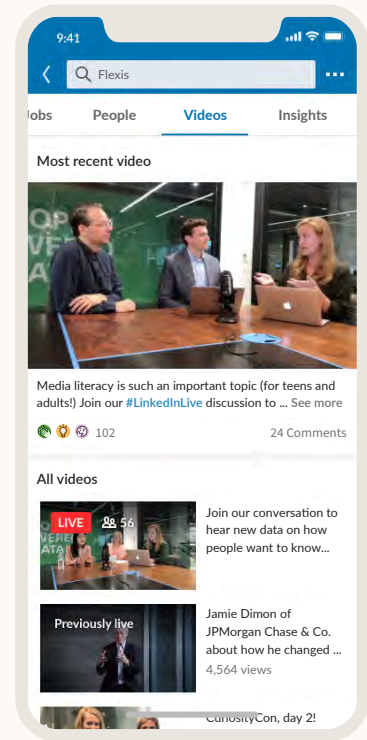
With access to tools like LinkedIn Live and LinkedIn Events, organizations of all shapes and sizes are finding success with hosting events on LinkedIn. Here's why.



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 Events to drive broad awareness for your event content, or gate your event and collect valuable registrant information.

You can also facilitate the entire event lifecycle on LinkedIn by streaming LinkedIn Live video content directly to your event attendees.

✓ Attract the right professional audience

New organic discovery and sharing features — as well as paid advertising 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. You can even retarget your event registrants to continue the conversation after your event.

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, open your third-party broadcast tool and select the event — rather than your organization’s Page — as the stream destination. All event attendees will be notified of the stream starting.

Currently, third-party broadcast tools that integrate LinkedIn Live and LinkedIn Events include StreamYard, Restream, Socialive, and Wirecast.



Getting started

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

LinkedIn Events

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

Choose between a public or private event

This setting can't be changed after an event is created. A private event is invite-only and attendees must be approved by the Page Admin. A public event is discoverable on your Page's "Events" tab, in the feed, and on members' "My Network" tab. You can choose to require a registration form for your public event.

When to require registration for your public event

No registration

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

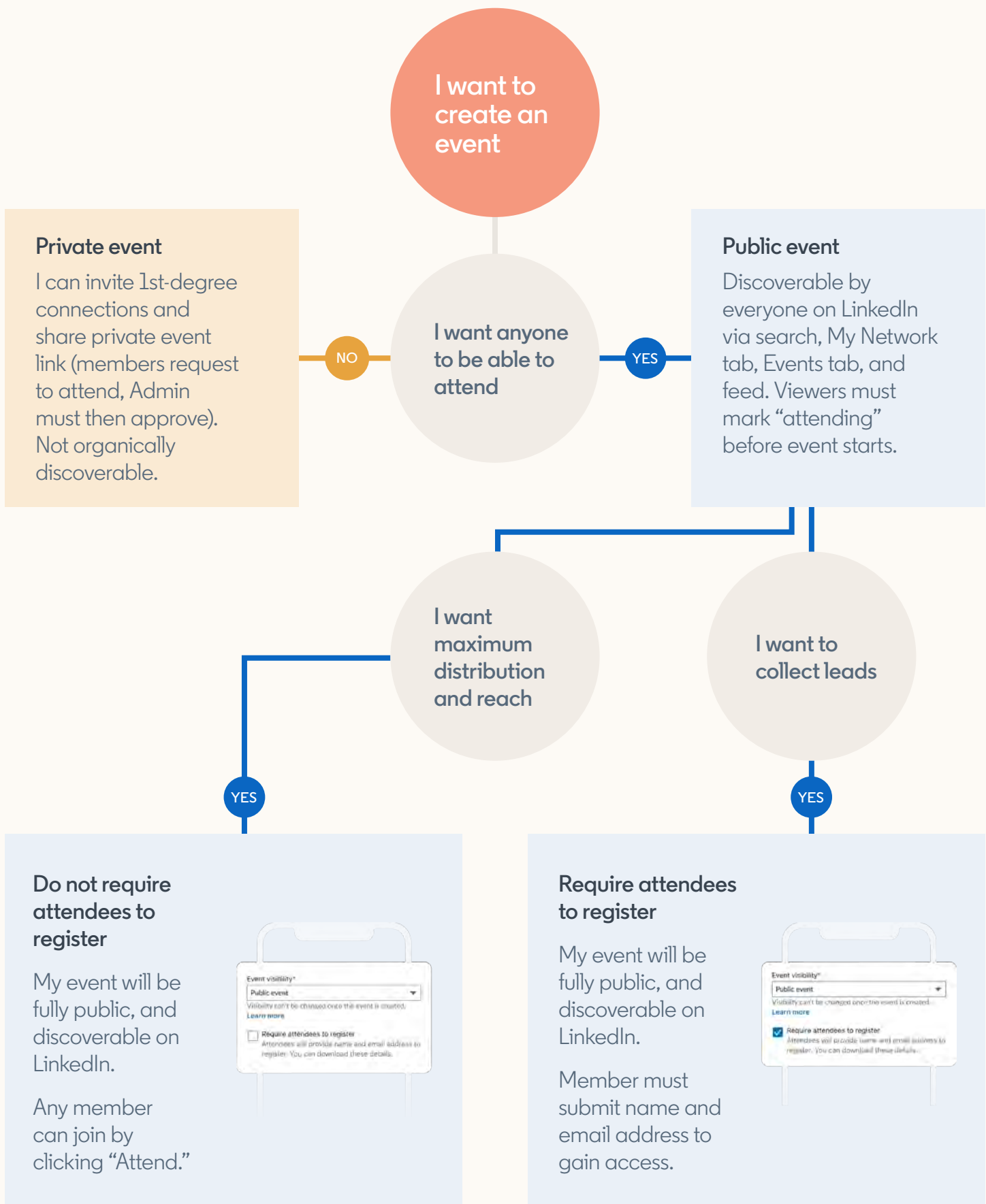


With registration

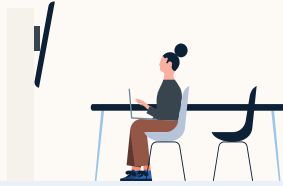
Capture names and email addresses of all event attendees — in a way that's GDPR-compliant.



Which LinkedIn Event will work best for you?



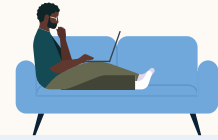
Public event
with no registration



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.

Attract your target audience directly

Directly invite your first-degree profile connections to attend. You can also run a Single Image Ad to attract a larger audience beyond your network or [retarget registrants from a past LinkedIn Event](#). At this time, you cannot directly invite Page followers to the event.

Attract your target audience indirectly

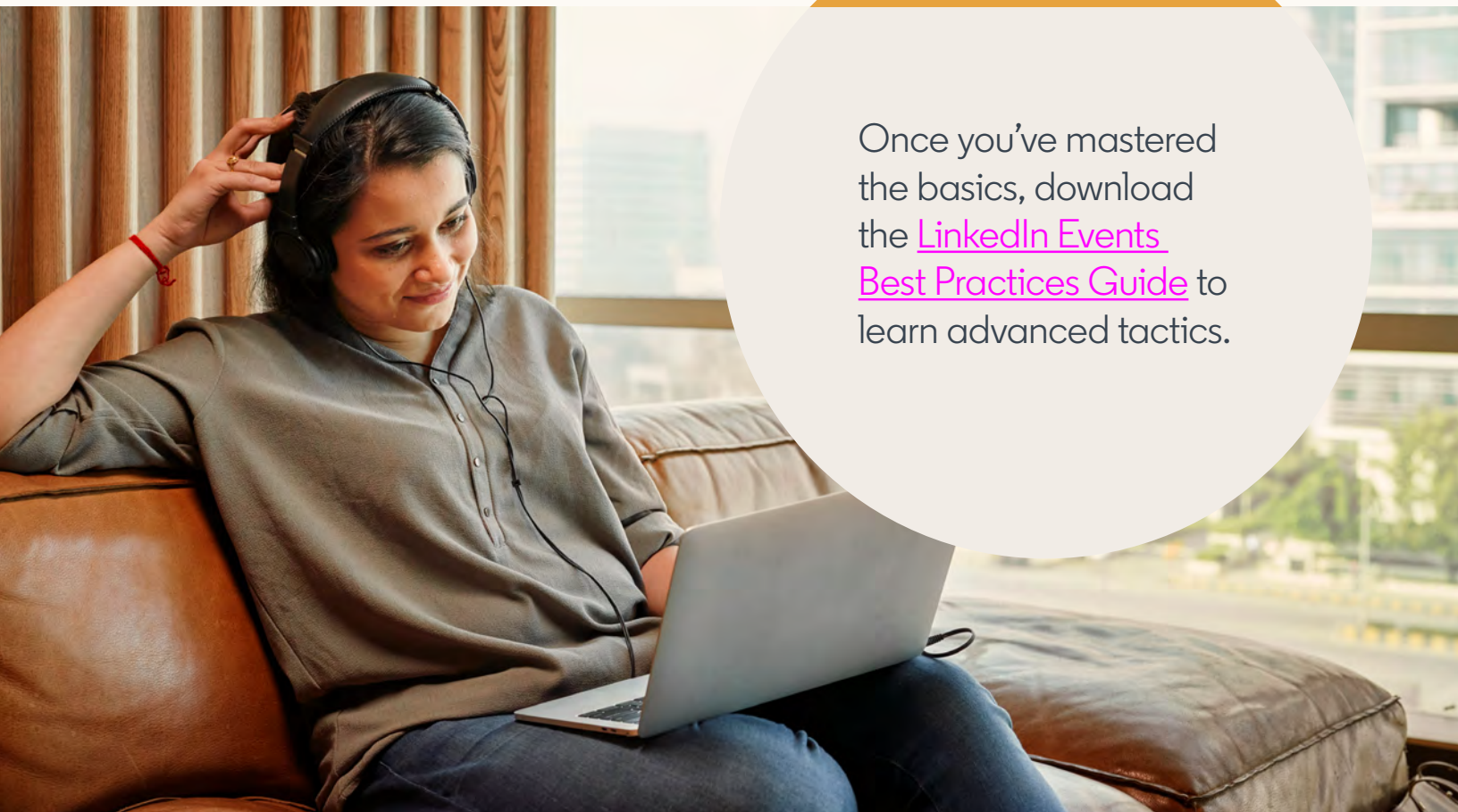
To ensure a broad audience, create a public event with no registration, and check the box to share with Page followers. Post the event URL on your Page (use organic post targeting to reach a targeted subset of your followers) as well as on your LinkedIn feed to your personal network. To boost event registration,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

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. You can also recommend key posts in the event feed to attendees up to two times per week, triggering a notification to all attendees.

Optional Go Live

When used with LinkedIn Live, open your third-party broadcast tool and select the event you'd like to stream to start. This 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.

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'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 500+ followers**

To ensure there's an audience for your livestream, we find that Pages with 500 or more followers fare best. If you aren't quite at that threshold, 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 will receive a confirmation email and notification containing a link to the [LinkedIn Live Getting Started](#) website. We've also shared steps here.

Choose your broadcaster tool

After getting approved, your next step is to select one of our third-party broadcaster tools that works best for your budget and streaming needs.

For the full list of partner tools, visit the [LinkedIn Live Getting Started](#) website.

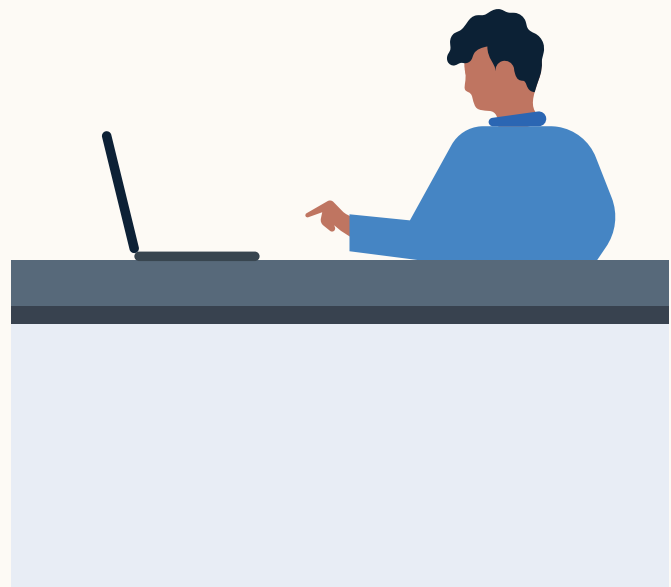
Sign in to your broadcaster tool

Access the broadcaster tool using your LinkedIn profile login credentials. You can find detailed onboarding instructions for each broadcaster tool on our [Resources Hub](#).

For additional help with set up, visit the broadcast partner's website for more documentation and support.

Troubleshooting

Visit the ["Broadcast with LinkedIn Live" help page](#).



Best practices for LinkedIn Live

Download the [LinkedIn Live Best Practices Guide](#)
and the [LinkedIn Live Producer's Guide](#).

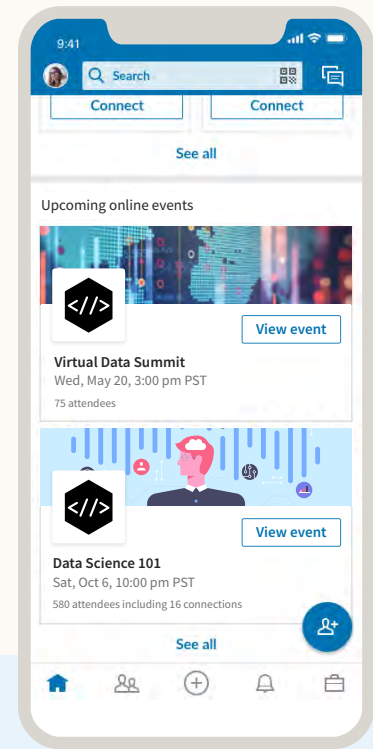
Visit the [LinkedIn Live website](#) to apply for access
or get additional support.

Pro tip

Once you've been approved to become a LinkedIn Live broadcaster, create a private LinkedIn Event to test your technical setup and become familiar with third-party broadcast tools.

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.



Public 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 conference sessions.

Public 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.

Conference sessions: use a gated event to capture registration information for each track or session, so you can follow up with tailored messaging.

Private events

Executive roundtables: bring together industry leaders and executives together, where they can connect and share in a private setting.

Customer events: invite top customers to an exclusive feedback session or focus group.

Best-in-class examples

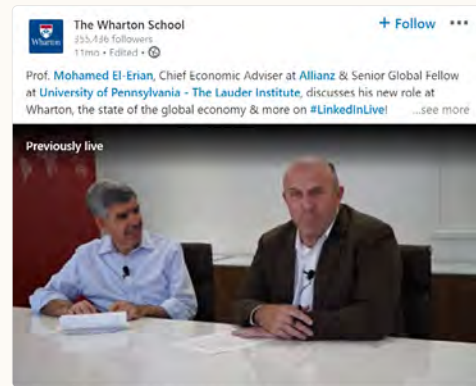
Looking for inspiration? Here are some of the best examples we've seen of events you can host on LinkedIn.

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”

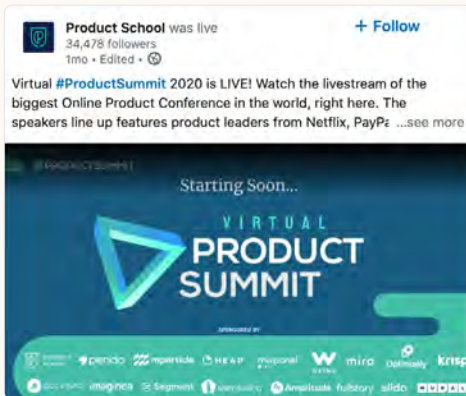
[See the post ▶](#)



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.

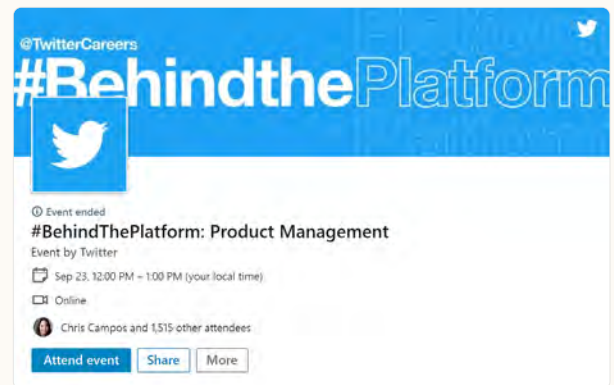
[See case study](#) ▶

Talent branding



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

[See the post](#) ▶



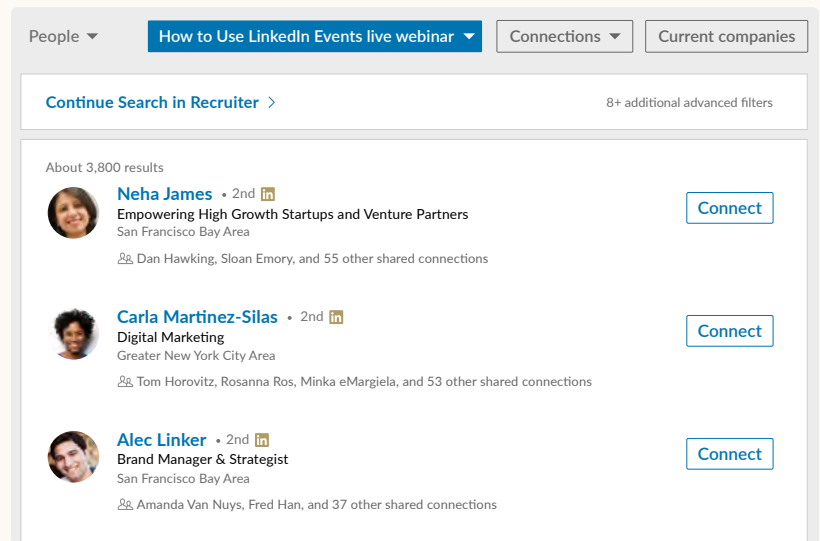
Twitter hosted an event featuring four Product Management leaders as they shared a day-in-the-life in their roles.

[See the post](#) ▶

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.

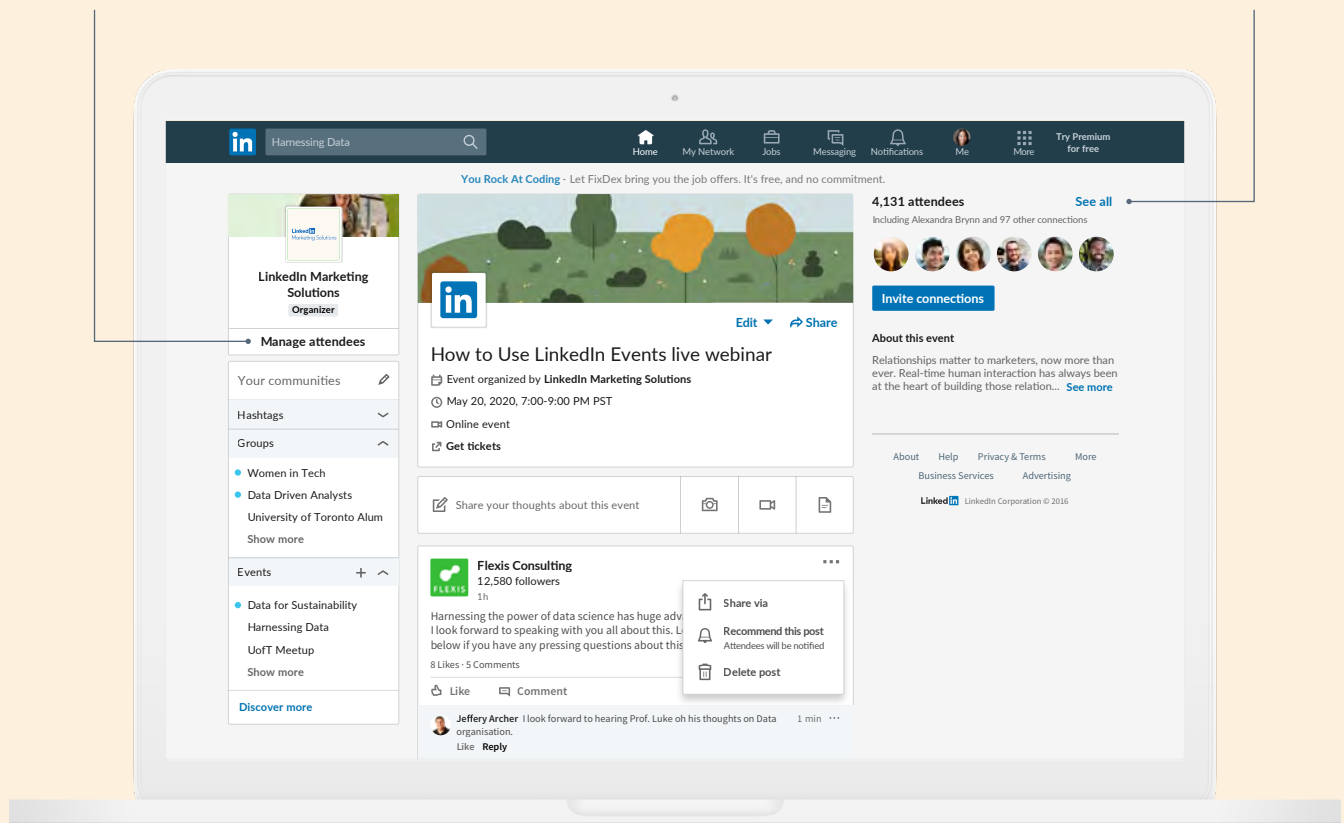
If a registration form was used, Admins can download names and emails of all attendees from the event details page.



On your LinkedIn Event page:

To remove an attendee, click “Manage attendees.”

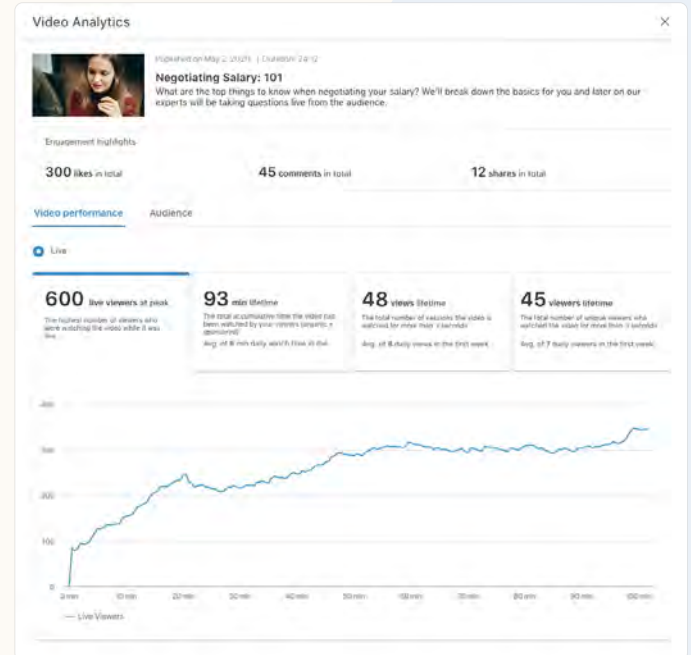
To see your attendees list, click “See all.”



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 using LinkedIn Live, marketers 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)

**Pro
tip**

Take a screenshot of your engagement stats right after the livestream, 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 [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!



LinkedIn Virtual Events Solutions

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

Get started

LinkedIn Marketing Solutions