

# Stockholm Chamber of Commerce puts top business minds live on LinkedIn

Handelskammare



Stockholm Chamber of Commerce

The Stockholm Chamber of Commerce plays a key role advocating for pro-business political decisions in the region of Sweden's capital. Its effectiveness depends on the ability to engage these decision-makers with business-focused thought leadership – and also on providing value for their 2000 membership companies. When Covid-19 ruled out the Chamber's regular networking events, it

was able to keep both audiences engaged through an interactive weekly interview show on LinkedIn Live. The SthlmSessions drew an average live audience 5x the size of the Chamber's typical events with the average of 2,000 on-demand views for each episode equivalent to its entire membership.

## The Challenge:

- Help fill the gap left by Stockholm Chamber of Commerce's 200 annual business meetings, with their combined audience of 10,000
- Maintain the Chamber's visibility and ability to engage political decision-makers
- Promote business-led thinking around pressing issues

## The Solution:

- SthlmSessions – a weekly, 30-minute interview show on LinkedIn Live
- Regular broadcast slot of 12.30pm on Fridays creating appointment to view via the Chamber's LinkedIn Page
- Chamber CEO Andreas Hatzigeorgiou interviews top business leaders with additional questions from the LinkedIn Live audience
- Mix of Sponsored and organic content to promote live episodes and on-demand recordings

## Why LinkedIn?

- Ability to target both political influencers and business professionals
- LinkedIn Page provides a focal point for the Chamber's membership community
- Bringing live video and promotional content together on the same platform

## Results:

- 2,000 on-demand views per episode

5X

Average live audience 5x larger than that of the Chamber's regular business events

2X

Since launching the sessions, Stockholm Chamber of Commerce has doubled its number of LinkedIn followers

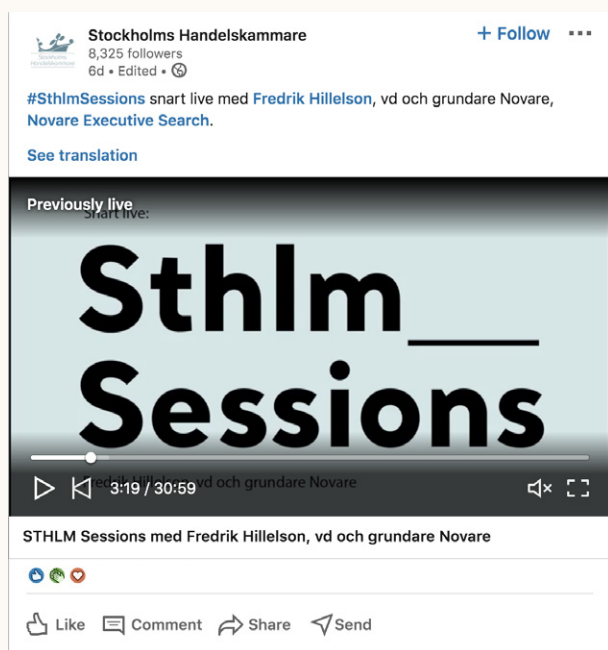
Replacing member events with a TV-style interview show during Covid-19 has helped the Chamber stay visible and relevant to members and decision-makers, while dramatically increasing reach.

## From appointments to meet to appointments to view

The more than 200 events that the Stockholm Chamber of Commerce hosts each year give it a visible, regular role in the lives of its members, with between 100 and 200 business leaders attending each session. When Covid-19 ruled out in-person gatherings, it was vital for the Chamber to replicate this type of regular engagement – providing value to members while putting business thinking in front of political decision-makers.

The Chamber's leadership saw the opportunity that LinkedIn Live offered to replace appointments to meet with appointments to view. Creating a TV-style interview show in the same 30-minute slot every week gave members a reason to keep visiting its LinkedIn Page, building a sense of community. With CEO Andreas Hatzigeorgiou asking the questions in a purpose-built studio, the Chamber was able to attract top business leaders like Allison Kirkby, the CEO of the telecom business Telia. Microsoft Sweden CEO Helene Barnekow and Head of LinkedIn Nordics, Lisa Gunnarsson. The opportunity for live audience members to ask questions directly ensured that SthlmSessions retained an interactive, community feel.

“Choosing LinkedIn Live to broadcast our sessions brought a natural focus to what we were doing,” explains Andreas Hatzigeorgiou. “It means that we can focus our promotional campaigns around a clear purpose – visiting our LinkedIn Page and making that the hub of our community in socially distanced times.”



## Putting current business thinking in front of those that matter

The live broadcast was only one element in the promotional strategy that the Chamber put together for LinkedIn. Campaigns for each upcoming SthlmSessions episode used a combination of organic and Sponsored Content to get the word out to existing members, other relevant professionals – and the decision-makers that the Chamber seeks to engage. Following each event, the campaign switches to promoting an on-demand recording of the session.

This three-phase approach to amplifying live video content has delivered dramatic results. The SthlmSessions have drawn an average live audience 5x larger than that of the Chamber's regular business events, with roughly 500 people tuning into each broadcast. When on-demand views are added, the total audience for each episode reaches 2,000. And by expanding the reach of business thought leadership, the SthlmSessions are increasing the visibility and influence of the organisation at a crucial time. During the period of the interview series, the Chamber's number of LinkedIn followers has doubled.

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**Andreas Hatzigeorgiou**  
CEO, Stockholm Chamber of Commerce

