



Events Management Integration **Getting Started Guide**



Maximize Your Event Impact



Reach the right audience, faster

Publish ON24-hosted events directly to LinkedIn to expand reach and visibility.



Streamline event publishing

Create your event in ON24 and sync details to LinkedIn —no duplicate setup required.



Simplify event creation

Promote on-demand content through LinkedIn posts and campaigns after the live event.



Using the Integration

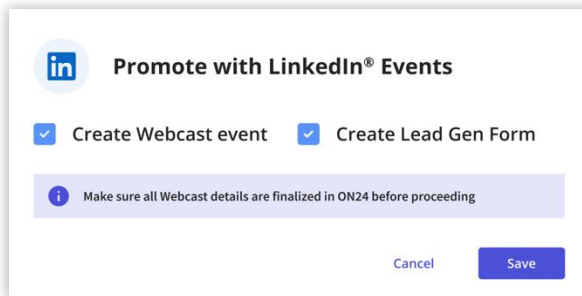
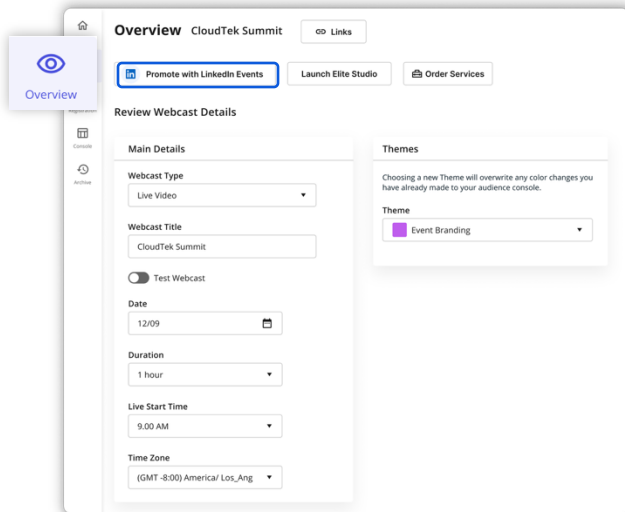
Setup and Publishing Steps

Maximize Your Event Impact

Step 1: Start your promotion

Click “[Promote with LinkedIn Events](#)” on your ON24 webcast Overview page.

A pop-up will explain what will be created (LinkedIn and Lead Gen form). Click [Continue](#).

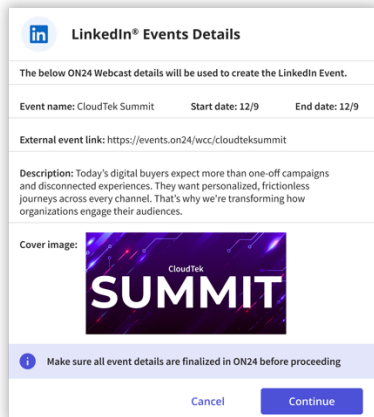


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Step 2: Review event details

Check the event name, time zone, start dates, description, cover image, and external event link.

Confirm everything is correct and click [Continue](#).

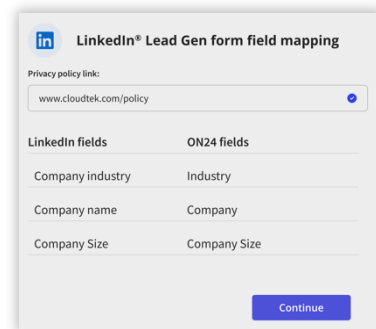


The screenshot shows the 'LinkedIn® Events Details' form. It includes a header with the LinkedIn logo and title. Below the header, a note states: 'The below ON24 Webcast details will be used to create the LinkedIn Event.' The form contains the following fields: 'Event name: CloudTek Summit', 'Start date: 12/9', 'End date: 12/9', and 'External event link: https://events.on24/wcc/cloudteksummit'. A 'Description' field contains text about digital buyers and personalized experiences. A 'Cover image' field shows a placeholder image with the text 'CloudTek SUMMIT'. At the bottom, there is a blue bar with an information icon and the text 'Make sure all event details are finalized in ON24 before proceeding', and two buttons: 'Cancel' and 'Continue'.

Step 3: Map your registration fields

Ensure the LinkedIn Lead Gen Form fields align with ON24 fields. This keeps registrant data accurate.

Click [Continue](#) to proceed.



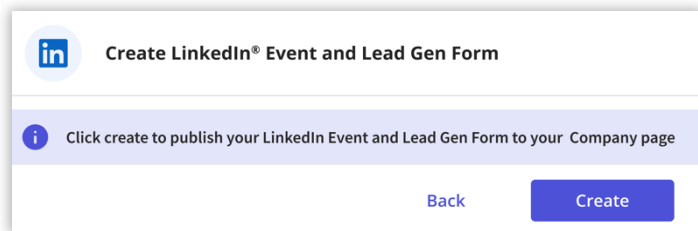
The screenshot shows the 'LinkedIn® Lead Gen form field mapping' screen. It includes a header with the LinkedIn logo and title. Below the header, there is a 'Privacy policy link' field with the value 'www.cloudtek.com/policy'. The main section is a table mapping LinkedIn fields to ON24 fields. The table has two columns: 'LinkedIn fields' and 'ON24 fields'. The rows are: 'Company industry' mapped to 'Industry', 'Company name' mapped to 'Company', and 'Company Size' mapped to 'Company Size'. At the bottom right, there is a blue 'Continue' button.

LinkedIn fields	ON24 fields
Company industry	Industry
Company name	Company
Company Size	Company Size

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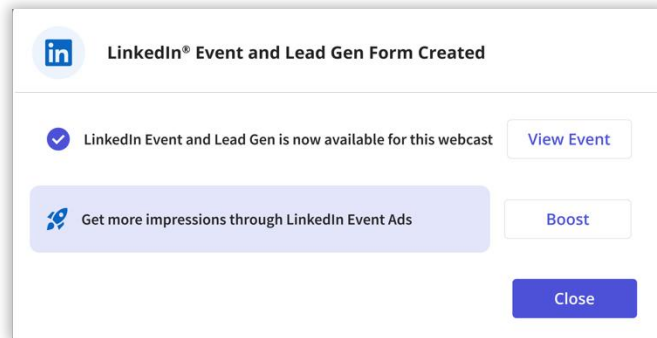
Step 4: Create the event

Confirm creation. Your LinkedIn Event and Lead Gen Form are now live and ready to view.



Step 5: Boost your event

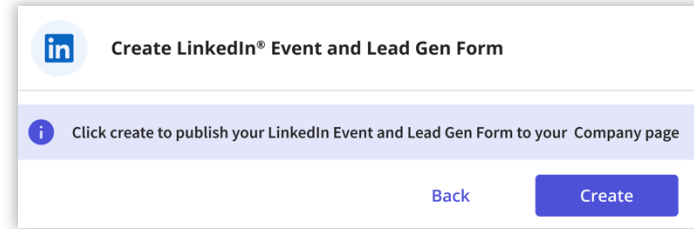
In ON24, use [the Boost Event Ad](#) option to connect directly to LinkedIn's Campaign Manager. Use the audience options there to reach the right people quickly.



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Step 4: Create the event

Confirm creation. Your LinkedIn Event and Lead Gen Form are now live and ready to view.





Best Practices

Best Practices for using the ON24 and LinkedIn integration



Make the most of your events

- Use ON24's first-party engagement signals and LinkedIn targeting for smarter reach.
- Repurpose ON24 AI-generated video clips to nurture audiences and accelerate pipeline.



Avoid common pitfalls

- Double-check field mapping to prevent lost registrant data.
- Confirm time zones and dates to avoid registration confusion.
- Experiment with event creative to improve results.

Resources

Learn more and get help

[ON24 Help Center](#)

[ON24 Partner Directory](#)