

# Introducing LinkedIn Events

We invite you on this exciting journey to host your first event using LinkedIn



# Our Objective

To enable you to find the right people and nurture relationships with them in real life

Over the years, we have seen organizers like you do a great job of bringing together the professional community for all kinds of Events - from networking meetups, happy hours to workshops, trainings, product launches and much more.

We believe we can help by giving you an opportunity to **find the right people to attend your event, and engage with them effectively - before, during and after!**

Members on LinkedIn are actively looking for opportunities to interact face to face and LinkedIn is the perfect place for them to discover professional events and attend them.

# Why LinkedIn Events?

## What's in it for the Organizers?

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1. Create and host Events seamlessly
  - Get your own **personal event space** on LinkedIn
  - **Invite relevant attendees** from within and outside your network
  - **Communicate and engage** effectively with Attendees on LinkedIn
2. Grow your professional network
  - Find the **right people on LinkedIn** to attend your event, engage with them to grow your network
3. Leverage your personal brand
  - **Add credibility** to your profile as an organizer by leveraging LinkedIn

## What's in it for the Attendees?

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1. Join and track Events seamlessly
  - **Discover and get invited to relevant events** in your network
2. Grow your professional network
  - See who else is attending and **connect with Attendees even before the event**
  - Use **'Find Nearby', 'QR code scanner'** to discover people at the event & grow your network
3. Enhance your personal brand as a leader
  - **Become an organiser yourself** by creating your own events easily on LinkedIn



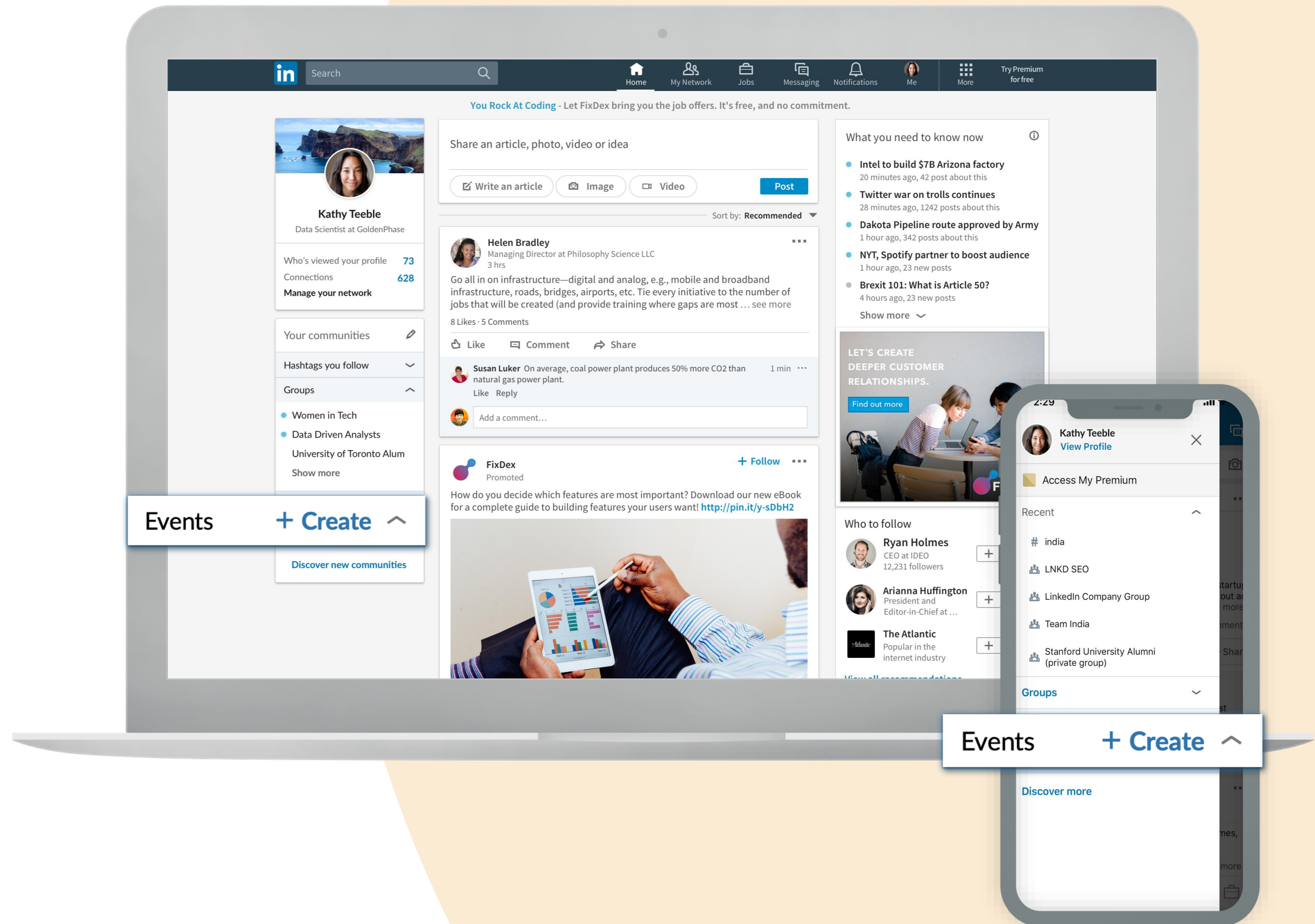
# How does LinkedIn Events work?

As a LinkedIn member  
you can simply hit create  
and launch an Event of  
your own in a few simple  
steps

# Get started on linkedin.com or the LinkedIn mobile app

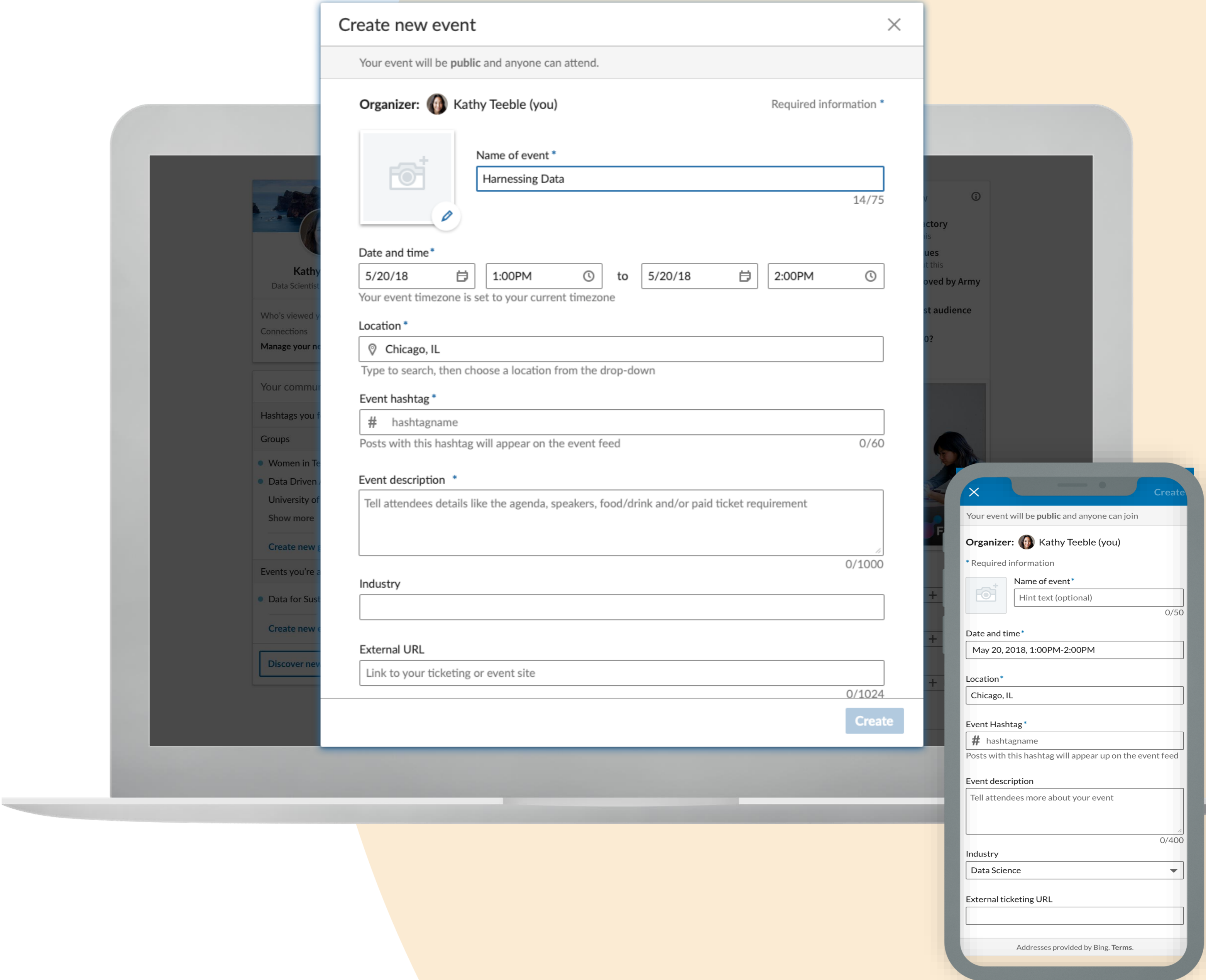
Find Events on the left navigation  
bar of the desktop website

Or pull out the left navigation bar  
by hitting the profile button on your  
app and scroll down to find Events



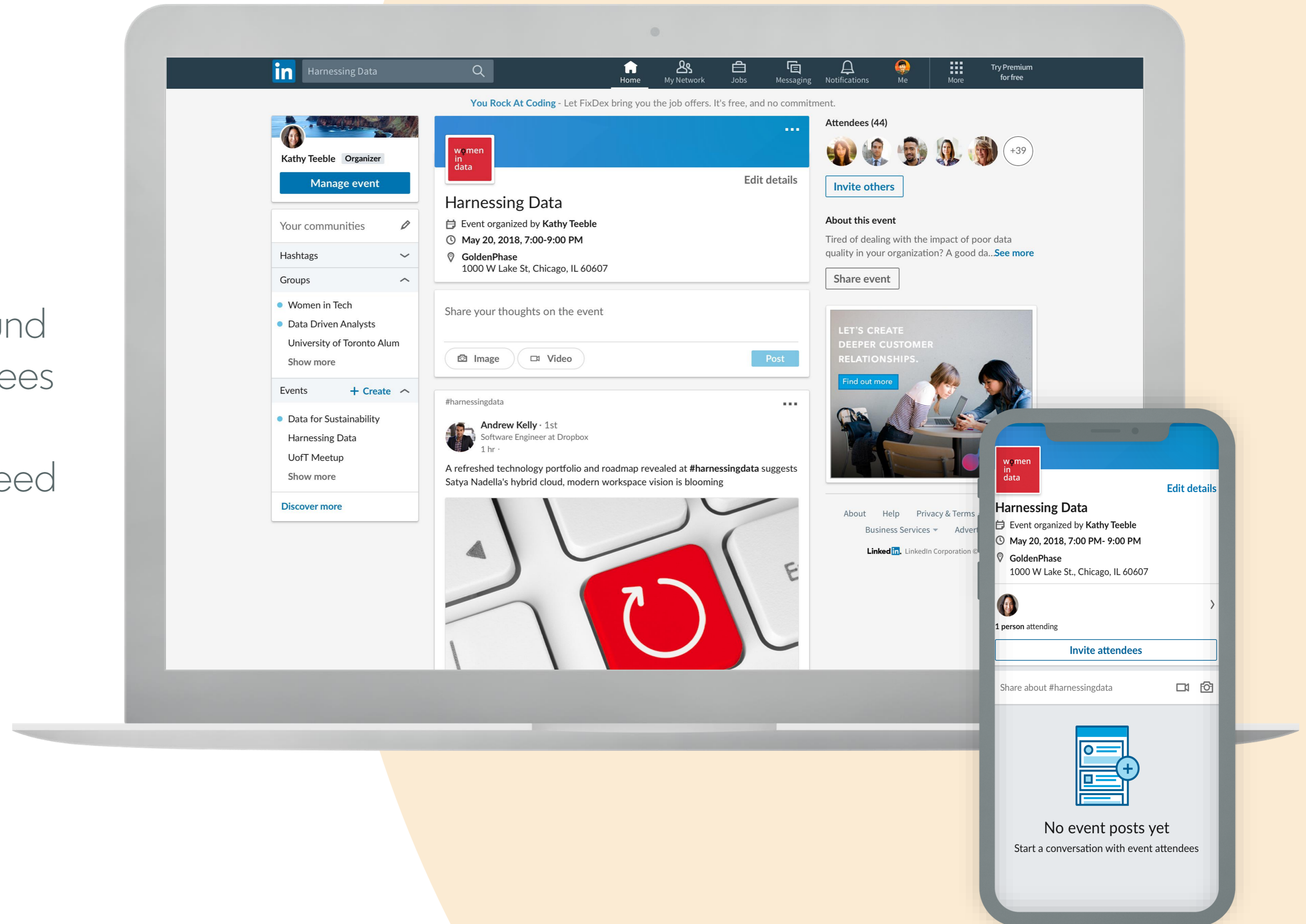
# How to create an Event?

Choose 'Create Event' and add details such as date, time, venue, event description and more



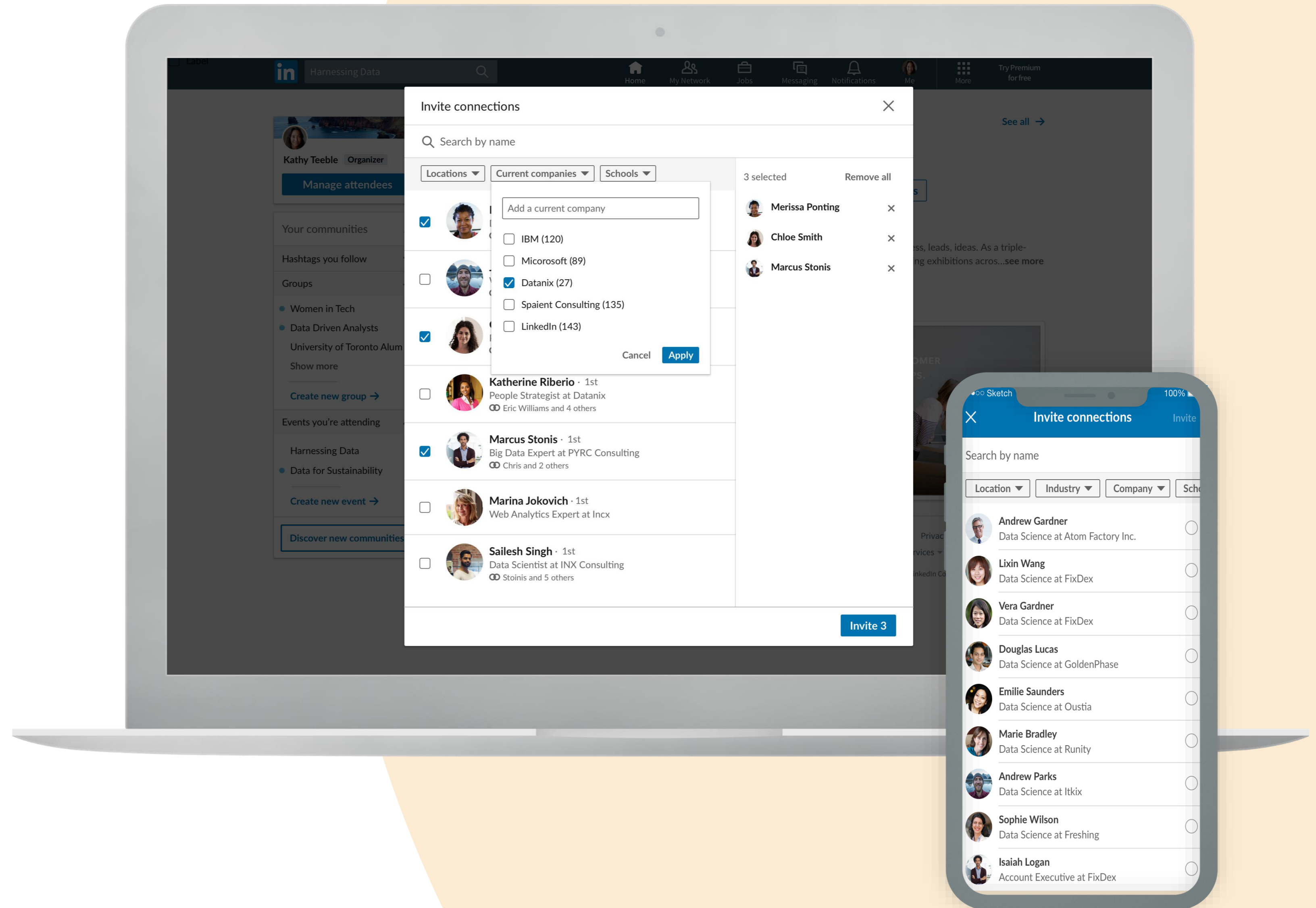
# Hit Create and you are all set!

Check out your new Event page. Customize the logo and background image, invite and manage attendees and share updates! Share this Event on your LinkedIn feed to spread the word and share the URL across platforms



# Time to invite people you know

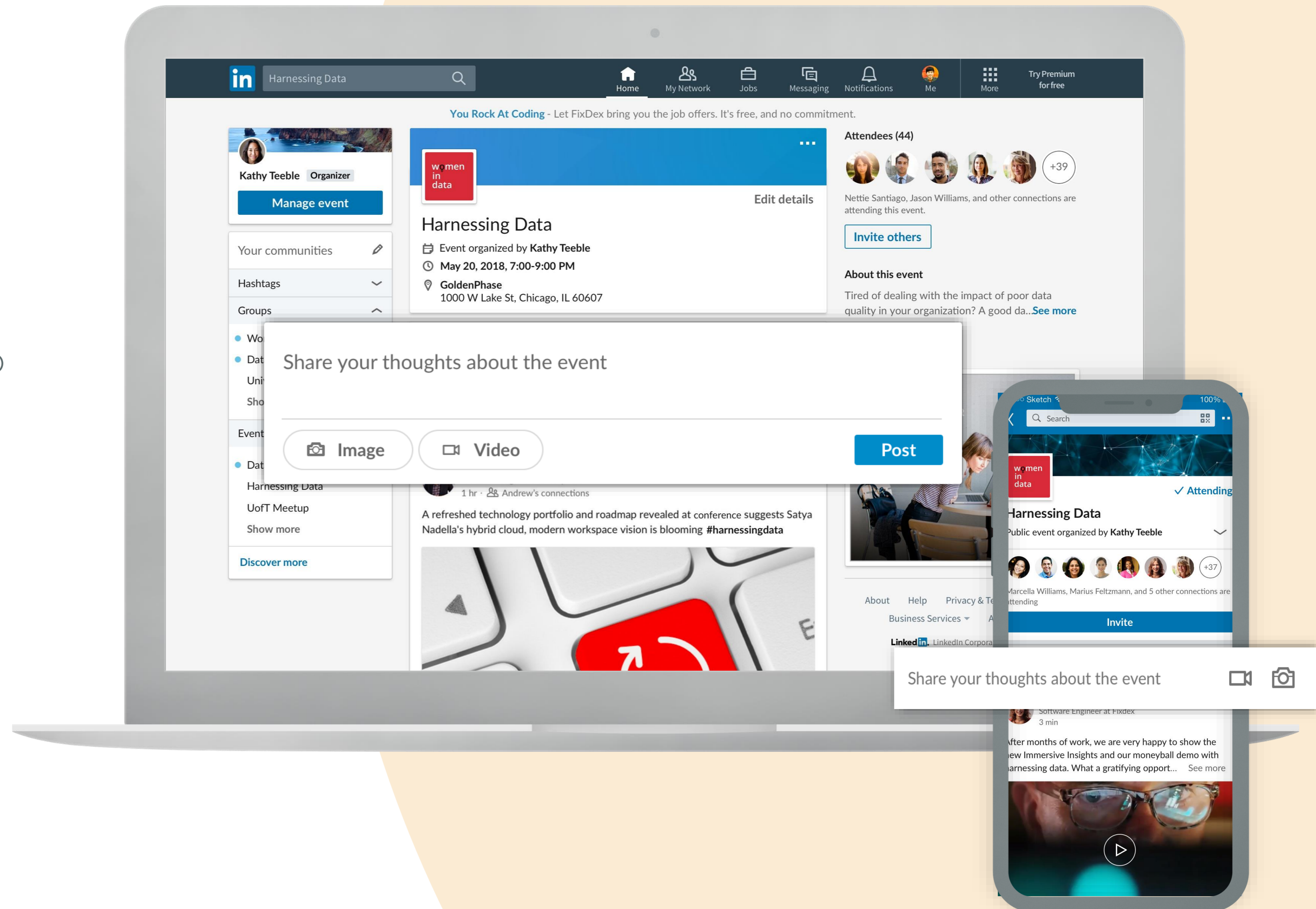
Click on Invite and add people in your network who should be attending your Event. Encourage attendees to further invite people they know to attend your event





# Start engaging with Attendees

Creating an Event is just the beginning. Use the Event page to share exciting content related to your event theme, speakers and topic to keep your attendees engaged



# Things to do once you have created your event

- **Share the Event URL with your network** to spread the word. You can do this by posting on your home feed, sharing the event URL in Groups you may be a part of, encouraging attendees to share the Event URL further
- **If your event requires registrations/ticketing using a third party site**, mention this upfront in your event description and also announce this on your event feed so that people who mark themselves as attending can register according to your requirements
- **Share important updates and engaging content about what attendees can expect at the event.** You can do this by posting directly on the Event page so that your posts appear on the event feed. Use this opportunity to engage with attendees to increase the likelihood of actual attendance at the event
- **Tag the speakers** at your event and encourage them to share content or introduce themselves in the event feed. You can also encourage speakers to share the event in their network to attract more attendees

# What can you post Pre-Event?

- Encourage attendees to introduce themselves
- Share content/articles/videos related to your Event theme
- Encourage attendees to share their questions/thoughts

## Some post ideas for Organizers

- “Welcome to Hackathon 2019! Go ahead and introduce yourself here so that other attendees look forward to meet you 😊”
- “What an interesting read on the future of artificial intelligence in healthcare<Insert link>. Looking forward to discussing this with you all when we meet!”
- “Which topic related to artificial intelligence do you care the most about? Answer in comments below and we can make sure we touch upon it when we meet!”
- “Artificial intelligence is a threat to jobs. Yes, No or Maybe? Share your thoughts in comments below.”
- “Sharing this video about the new product our company will demo when we meet this Friday for lunch. Let us know your questions in advance to make sure we cover all ground”

# Things to do during your event

- Encourage attendees to connect with others at the Event using the [Find Nearby](#) and [QR Code](#) features on LinkedIn
- You can broadcast your event using the new Live Video feature from LinkedIn. Learn more about how to do it [here](#)
- Share notable quotes, conversations and tag attendees during the event on your event feed

## Some post ideas for Organizers

- “Tagging some of the attendees who are already here so you can start connecting with your fellow attendees and know more about them (tag attendees)”
- “Learning some great things about uses for artificial intelligence in healthcare from <speaker name> “
- “A sneak peek into the amazing networking opportunity that we got with the amazing folks transforming cyber security <add photos>”

# Things to do after your event

- After your event is over, you can share event related videos, photos and content on the event feed and continue conversations related to your event theme
- Encourage attendees to connect with each other, now that they have met during the event. This helps attendees make the most of their participation

## Some post ideas for Organizers

- It was great catching up about the latest in AI yesterday! Sharing some of the articles quoted by our speakers <article link>
- Please take some time to fill this feedback form about our event yesterday, so that we can do even better next time <form link>
- Here are some great photos we took at our event yesterday! Hope to see you all soon



# Need more help?

Use our [help center](#) to understand more about how to use Events

Thank you