

Join and leverage our event also on LinkedIn

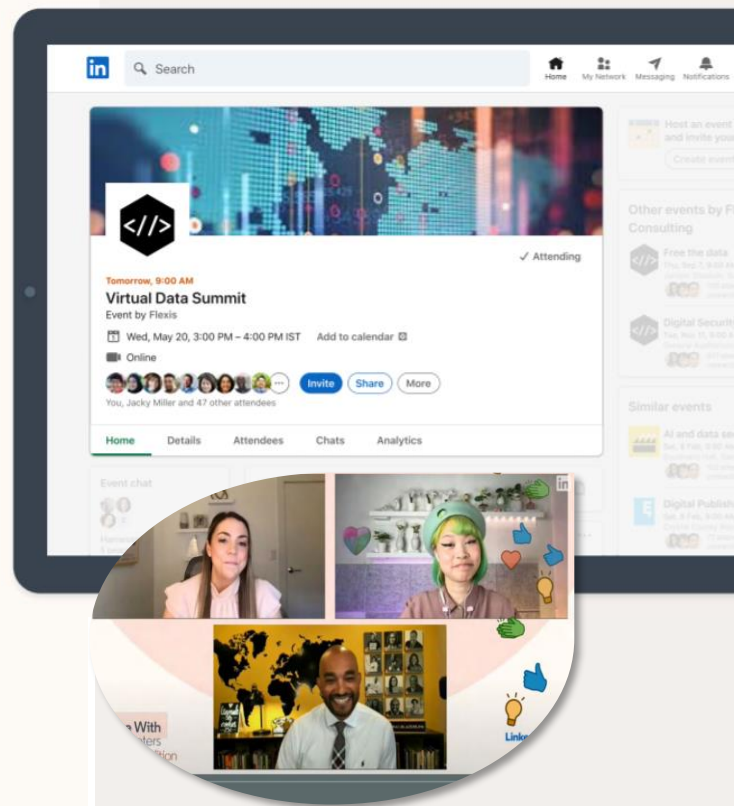
We have partnered with LinkedIn Events to make our event even more valuable to attendees, exhibitors and speakers.

Engage with our event on LinkedIn to find and network with other attendees, and create visibility on the leading global business platform.

Companies can engage the event community to build awareness

Highlight your event participation, brand and products to all event attendees and through their interaction with your content create wider reach on the LinkedIn platform.

Share content to which the event community can relate and react; notify your networks, and include business partners in the discussion.



- ✓ Attendees can see other attendees' profiles, find new business contacts, network, and engage on conversations
- ✓ Speakers can engage with the event community and create content that sparks discussions
- ✓ Companies can build presence for brand and products on the leading global B2B platform

Companies: Select LinkedIn Events best practices

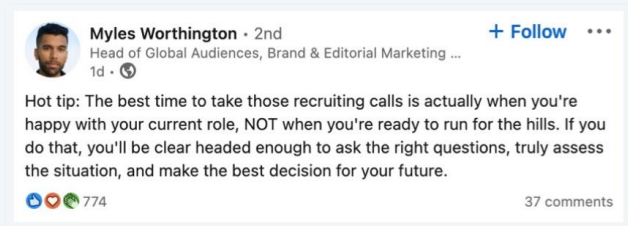


- ✓ Ask your sales team and event crew to share with customers before the event and short posts during the event.
- ✓ Start sharing before the event with a few posts per week, see what gains traction, then add more posts closer to the event.
- ✓ Include relevant hashtags and @mentions in your post to bring the conversation to you and reach the right people.
- ✓ Engage existing LinkedIn audiences (followers, Groups) and e-mail business partners about your LinkedIn presence.

[Share a post now](#)

Start a conversation: A short-form post is sharing in its simplest form. Using them makes it easy to post consistently about interesting topics, share industry news, or simply to ask engaging questions.

Pro tip: Use hashtags and @mentions to help you get discovered. Niche hashtags (#B2Bcontentmarketing, for example) establish your area of expertise and tend to outperform broad hashtags (such as #marketing).



Stand out in the feed: Images and videos add a visual impact to your posts and tell a story in a way that words can't.

Pro tip: Videos or images don't need to feel professionally produced to be effective. In fact, content that feels more realistic and authentic is more likely to engage people.