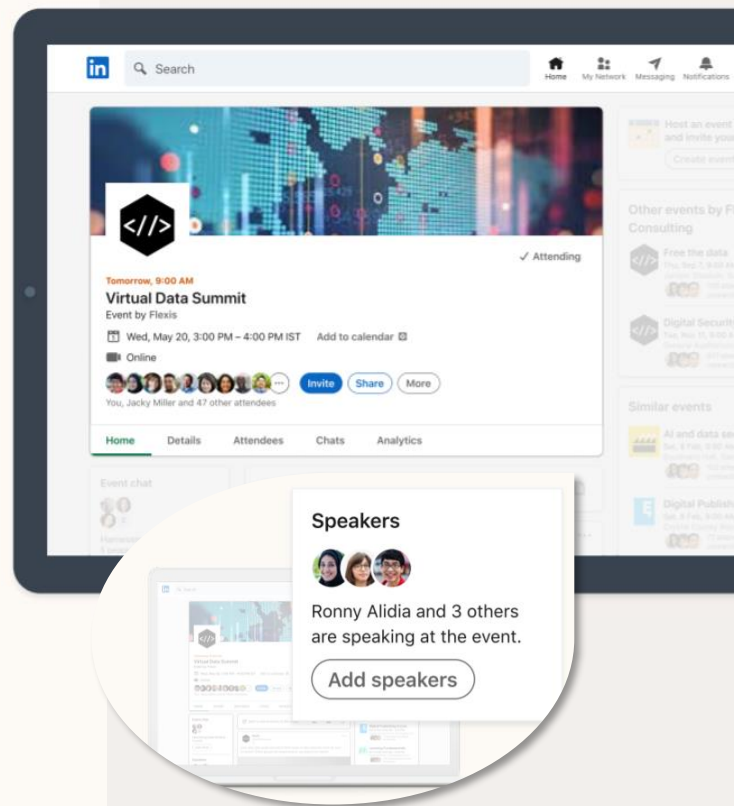


Join and leverage our event also on LinkedIn

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.



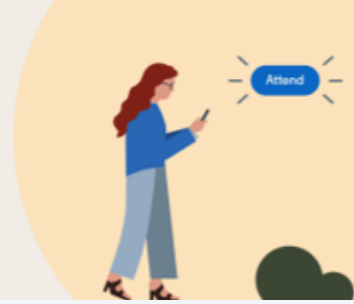
Speakers can engage the event community with their content

Speakers can be mapped and highlighted on LinkedIn Events to talk about their areas of expertise and build a brand for themselves and the event.

Different formats engage attendees at the event and spark a conversation that will reach a wider LinkedIn audience.

- ✓ 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

Speakers: Select LinkedIn Events best practices



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).

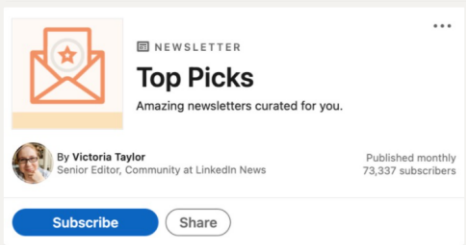


Stand out in the feed: Images and videos add a visual impact to your posts and tell a story in a way that words can't. [Post now](#)

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.

Tell a story: Upload documents to share presentations, playbooks, or other pieces of long-form content with every inspiring detail that brings the story to life. [Give it a try](#)

Pro tip: Uploading multiple documents creates a carousel that can bring a story to life or showcase a portfolio.



Notify your followers: Start a newsletter to regularly distribute content about a topic you are passionate about. Ensure your audience stays engaged and up to date with automated in-app and email notifications.

[Turn on creator mode](#) to check if you have access.

Pro tip: For newsletter inspiration, visit [LinkedIn's Top Picks of amazing newsletters](#) by creators like you.