LinkedIn®

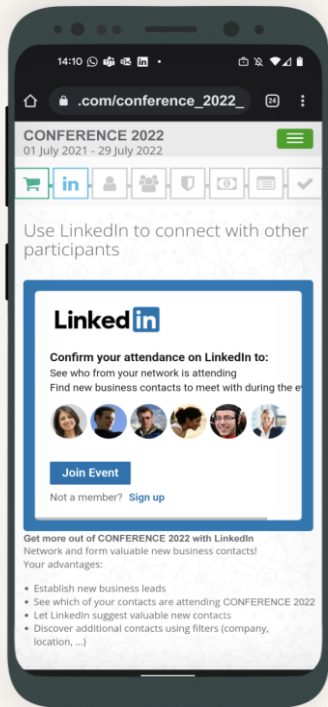# Enable your events to multiply reach and engagement on LinkedIn

New: LinkedIn "Community Builder" Integration for your Events

Linked in ®

## Unlock the power of LinkedIn for your event

LinkedIn "Community Builder" integration turns your attendees into active communities around your event brand on LinkedIn.

How? Attendees going through the registration/ticketing flow to attend your event can very easily option to attend the event also within LinkedIn.


✓ Enable attendees to find, connect, network, stay in contact with each other
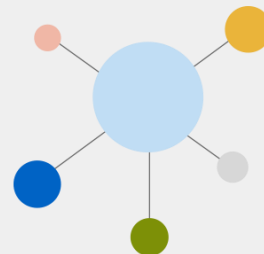
✓ Create reach for your event brand in attendees' networks

LinkedIn ®

Enable attendees to find, connect, network, stay in contact with each other

✓ Once attendees opt-in to also attend the event on LinkedIn, they can see other attendees' profiles, network, and engage in conversations.

✓ Attendees will see insights on how they are connected with each other to facilitate introduction to existing and new contacts.

✓ Attendees can use their go to professional network to find contacts before, during, and after the event.
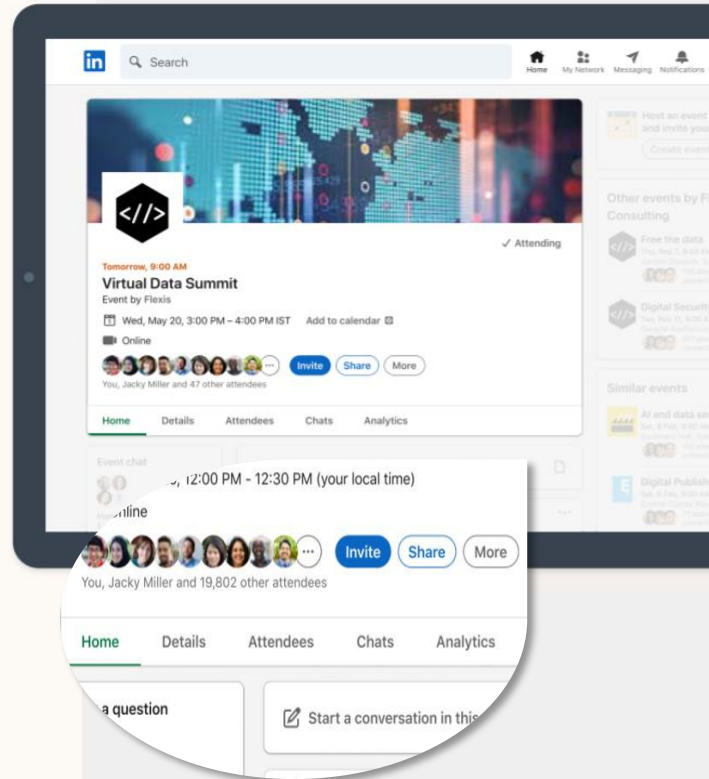
Create reach for your event brand in attendees' networks

✓ As part of an event community on LinkedIn, your event attendees will engage with each other, create, consume and share event-relevant content.

✓ This community of attendees and event brand ambassadors will in turn share your brand and content with their respective, valuable networks on LinkedIn.

✓ Attendees (as well as speakers, exhibitors, others) will also be able to increase visibility for their respective brands.

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Activating your attendees as LinkedIn Community

Select Ticket

Register, Purchase

LinkedIn "Community Builder" iFrame

Confirm Page
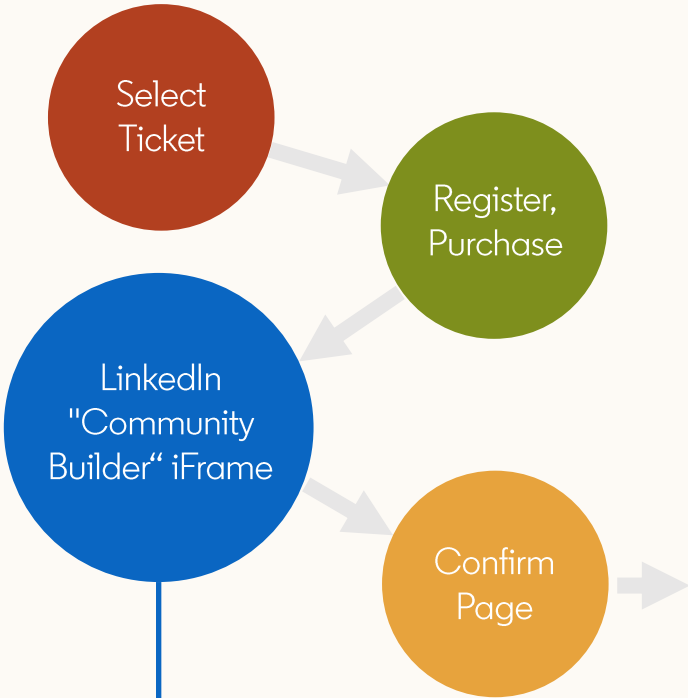
Integrate into your registration flow to combine event with LinkedIn networking & reach

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CONFERENCE 2022 + LinkedIn

CONFERENCE 2022 in partnership with LinkedIn

Confirm your attending on LinkedIn to:

See who from your network is attending CONFERENCE 2022. Find new business contacts to meet with during the event.

[I confirm to attend]

Not a member? **Sign up**

Search

Home   My Network   Messaging

Tomorrow, 9:00 AM
Virtual Data Summit
Event by Flexis

✓ Attending

Wed, May 20, 3:00 PM – 4:00 PM IST   Add to calendar
Online

You, Jacky Miller and 47 other attendees   [Invite] [Share] [More]

Home   Details   Attendees   Chats   Analytics

LinkedIn

LinkedIn best practices on how to best leverage "Community Builder"

1. Set up

Steps to follow to set up
"Community Builder" integration

2. Build

Announce the event on LinkedIn and start
engaging your community

3. Activate

Establish active brand ambassadors among
attendees, speakers, and exhibitors

01 SET UP
LinkedIn "Community Builder"

Option A: If your event ticketing/ registration provider is a LinkedIn partner and has integrated Community Builder:

- ☐ [Set up your event](#) on LinkedIn
  (see [here](#) more information on how to set it up)

- ☐ Share with your ticketing/ registration provider the LinkedIn Event (and its URL) to enable "Community Builder"

- ☐ Test the registration flow to ensure that the iFrame is surfaced to prompt registered attendees to connect to the event also on LinkedIn

Option B: If your event ticketing/registration provider is **not** an existing LinkedIn partner and **has not yet** integrated Community Builder:

- ☐ Share these slides with your account manager/contact person at your ticketing/registration provider and ask them to [email](#) for technical information on how to activate

- ☐ Once activated, follow the steps outlined in Option A

This integration is offered at no cost to event organizers and partners

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After Community Builder Activation

☐ **Announce** partnership with LinkedIn via social media/ newsletter/email distribution/on your website (please refer to [LinkedIn brand guidelines](#)): "We have partnered with LinkedIn to help you find relevant business contacts within the professional profiles of thousands of visitors and contact them directly".

☐ **Launch** social media campaign to announce event and choose an event hashtag to use for LinkedIn communication throughout.

☐ **Select** 5-10 speakers, depending on event size, and ask for their consent to be added to the LinkedIn Event page.

☐ **Draft** posts that your attendees, speakers and exhibitors can easily share with their networks.

4 weeks before event

☐ Send email to **speakers**:
Introduce the LinkedIn Event presence and ask them to start posting regularly using your hashtag (share <u>speaker best practices</u>), get their approval to map to the LinkedIn Event as speakers.

☐ Send email to **exhibitors**:
Introduce the LinkedIn Event presence and ask them to start posting (share <u>exhibitor best practices</u>) inform their invitees, booth crew and others to leverage for business contacts.

2 weeks before event

☐ Increase content frequency:
1x post per day on setting up the event, introducing speakers, other.

☐ Send email to **attendees**:
Reminder to connect with the LinkedIn Event (include link and share <u>attendee best practices</u>) and start participating in the event community + networking with other attendees.

During event

☐ Post 3-5 times a day, for example, speaker quotes, event highlights, video clips, attendee interviews.

Up to 1 week post-event

☐ Repost user-generated content of the event.

☐ Create summaries in the form of speaker slides, main takeaways lists, video clips and images, infographics.

☐ Re-engage with the event community to promote your upcoming events.

Thank you