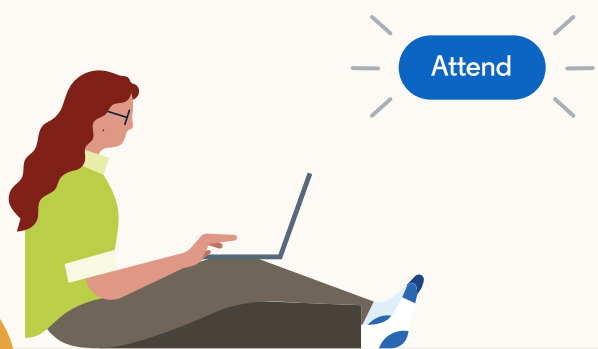


# The LinkedIn Events experience: A new way to engage your attendees

## Drive organic & paid discovery

- **Get discovered organically**  
Your event is placed between compelling speaker profiles and personalized event recommendations to attract the right professional audience. Members simply tap “Attend” — to submit their name, email, company, job title, and country. The rest is automatic: from email confirmation to calendar holds to reminders.
- **Scale awareness with ads**  
Amplify your LinkedIn Event to maximize attendance with Event Ads in the feed.

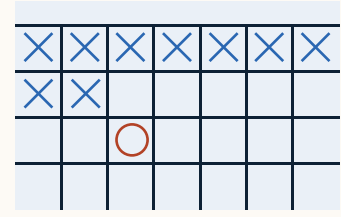
4+ weeks before event



## Amp up engagement & excitement

- **Expand your audience**  
Encourage/ask your employees and leadership team to invite and share your event with their network connections to expand viral reach.
- **Excite your audience**  
Attendees are notified when the event is a week away and which of their connections are also attending.
- **Start the conversation**  
Recommend up to two posts a week to call attention to them.

1-2 weeks before event



## Ensure attendance

- **Drive attendance**  
We'll automatically remind attendees the event is coming up in three days.
- **Cultivate engagement**  
Encourage your speakers to post on your event feed and interact with attendees. You can recommend their posts to amplify reach.

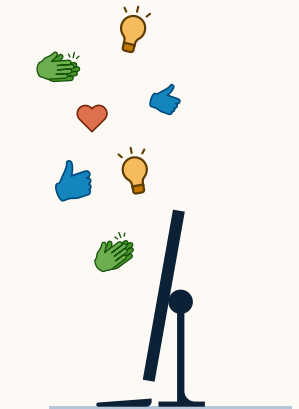
3 days before event



Day of event

## Manage event end to end

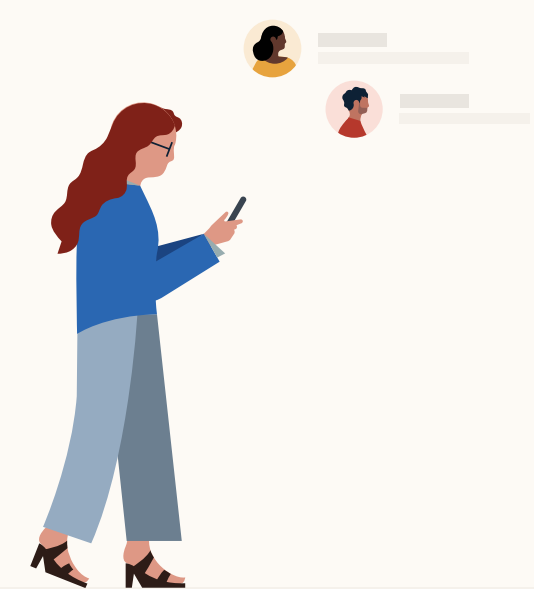
- **Ensure attendance**  
Attendees will get a final reminder 15 minutes before the event.
- **Go live with LinkedIn**  
If you're using LinkedIn Live to broadcast your event, all attendees will receive a push notification when the livestream starts — one tap, and they're in.



Day after event

## Continue the conversation

- **Encourage rewatching**  
Attendees can re-watch the recording anytime on the event's feed.
- **Retarget attendees**  
Nurture your attendees after the event by seamlessly retargeting them in a follow-up campaign. [Learn how to set up Event Retargeting.](#)



Ready to host your own LinkedIn Event?

Create an event