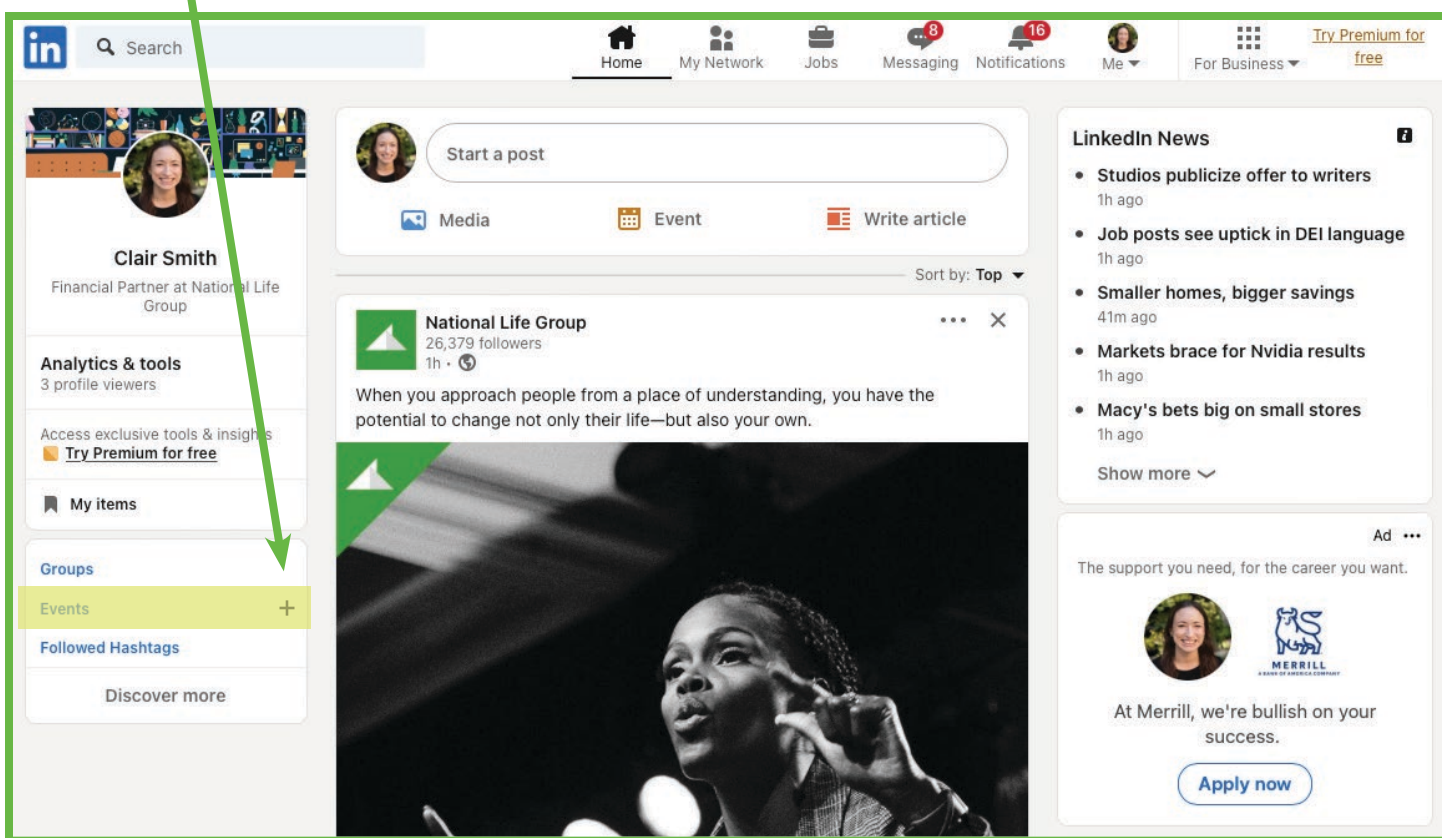


Creating a LinkedIn In-Person Event

STEP-BY-STEP GUIDE


Creating Your Event

- Navigate to your LinkedIn Homepage and look for “Events” in the left navigational column.
- Select the “+” sign to create a new event.



- Select “In-Person” and create your event. (Note the cover image size and pixel recommendations.)
- Be sure to utilize compliance approved wording for the description of your event.
- Externally created event links are not allowed at this time.

Create an event



Upload cover image
Minimum width 480 pixels, 16:9 recommended

Event type

☐ Online ☒ In person

Event name*

Timezone*

Start date*

Start time*

Next

Create an event

Address*

Venue

External event link

Description

Speakers


Add connections to speak at the event. Speakers can join the event early and will be shown in the event's Details section and presenter area. They cannot allow attendees to speak or end the event.

By continuing, you agree with [LinkedIn's event policy](#).

Make the most of LinkedIn Events. [Learn more](#)

Next

- Before you post your event make sure to turn off comments to maintain compliance.



Clair Smith

Post to Anyone

What do you want to talk about?

Thu, Aug 31, 2023, 10:00 AM - 11:00 AM (UTC -05:00)

test
Event by Clair Smith

☒ Online

[View event](#)

Post settings

Who can see your post?

Your selection will be saved

Anyone

Anyone on or off LinkedIn

☒

Comment control

Anyone

Brand partnership

Off

☐

Back

Done

Comment control

Anyone

☐

Connections only

☐

No one

☒

Back

Save

- Once your event has posted, you can share and invite your connections to the event.

Post successful

Post successful. View post

Invite your connections to the event

Reach out to the right audience for better engagement

Not now

Invite

Invitations can be sent to your LinkedIn Connections and can be filtered by location. Especially helpful for in-person events. Once filtered, select industry relative connections and invite!

Invite

Search by name

Locations

Current company

School

0 selected

Unselect all

Add a location

☐ Colchester, VT

☐ United States

☐ Vermont, United States

☐ Greater Burlington Area

Cancel

Show results

ative and Founder, Grace
LLC

Results

Invite

Search by name


☒ Vermont, United States 1

Clear 1

1 selected


Unselect all

☒



Jan Knutsen

Financial Representative and Founder, Grace
Financial Strategies LLC



Jan Knutsen

X

Manage and Share Your Event

- Visit the event page at any time to manage or share.
- Send personal invitations or utilize the link to share event information via email.

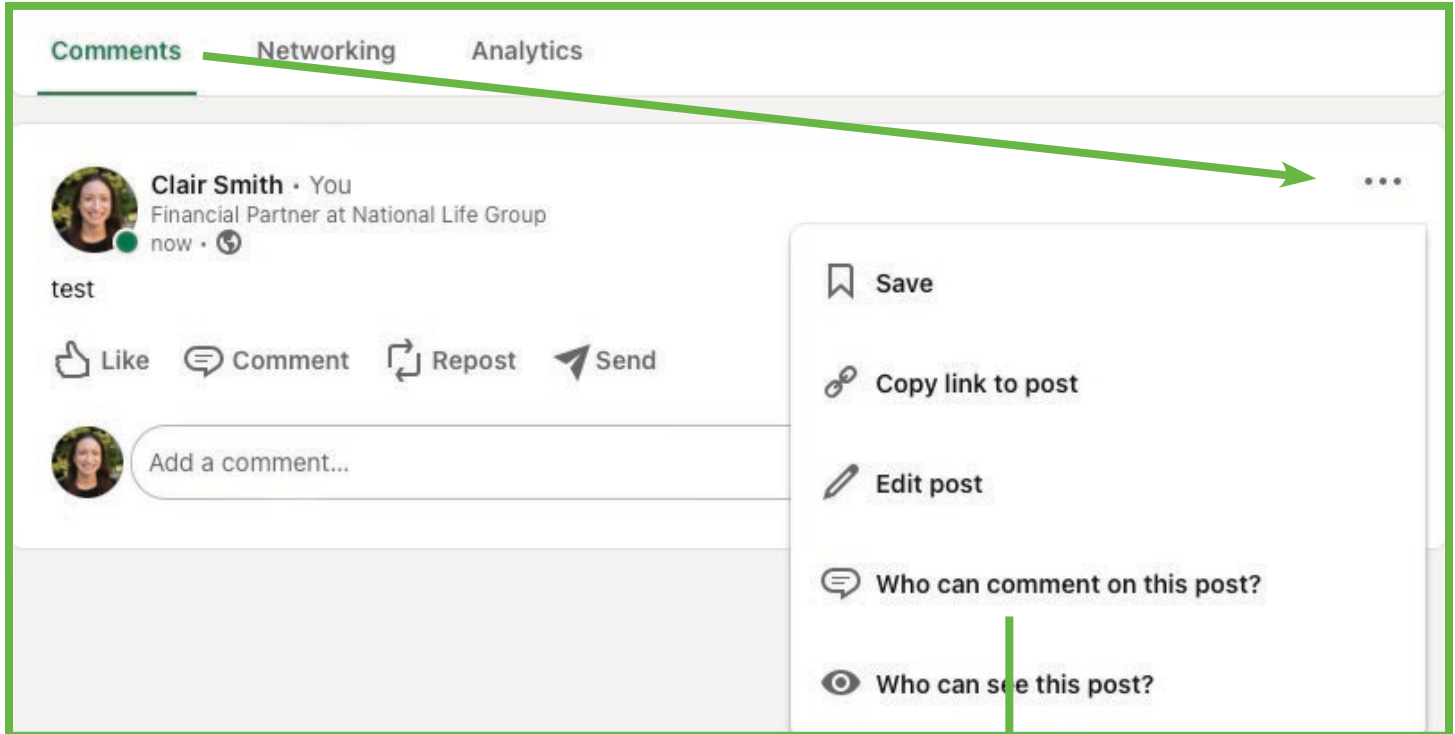
The screenshot displays a user interface for managing an event. At the top, it shows the current time as "Today, 12:00 PM". Below this, the event is titled "Event" and is attributed to "Clair Smith". The event details specify the date and time as "Wed, Aug 23, 2023, 12:00 PM - 1:00 PM (your local time)" and include a location "100 Legacy Dr, Plano, Texas, US, 75023". It also indicates that there is "1 attendee".

Two primary action buttons are visible: "Share" and "Manage". The "Share" button is currently selected, which has opened a dropdown menu. This menu is divided into two sections. The first section, titled "Share on LinkedIn", contains three options: "Invite" (with an envelope icon), "Repost to Feed" (with a pencil icon), and "Send in a message" (with a paper plane icon). The second section, titled "Other options", includes "Copy link" (with a link icon), "Twitter" (with a Twitter bird icon), and "Facebook" (with a Facebook 'f' icon).

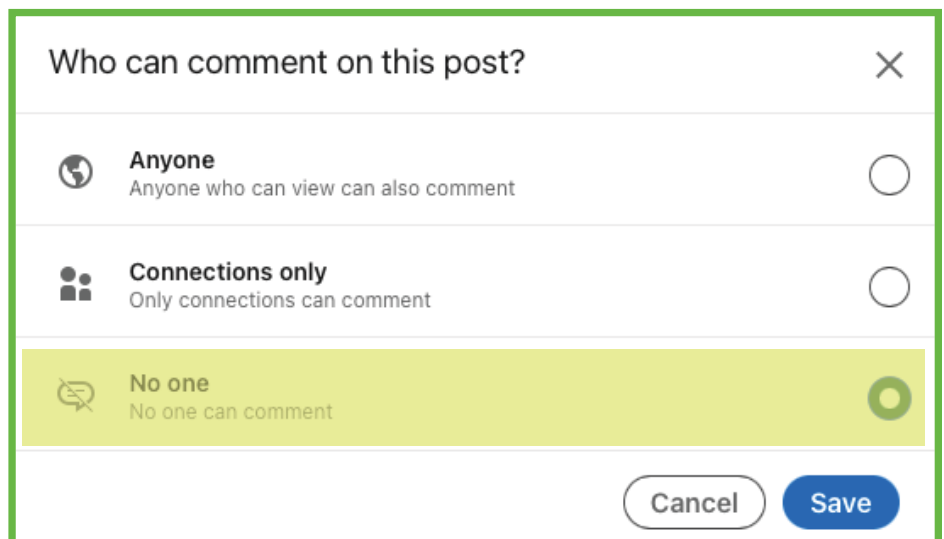
In the background, other parts of the interface are partially visible, including a "Speakers" section with an "Add Speakers" button and an "Analytics" section.

Compliance

- To maintain compliance of your event you must turn off comments.
- Once your event is created, navigate to the event comments section, then hover over the ellipses to show the following options.



- Select “Who can comment on this post?”
- Select “No One” and save



Best Practices

- Create your event at least 30 days in advance.
- Send reminders to any indicated attendees a week prior to the event and day of.
- Create a separate post leading up to the event using a compliance approved flyer. Utilize the Events individual “link” to promote the event via your personal or company LinkedIn Page.