

Staying Connected and Productive with Virtual Events



Reem Abeidoh March 12, 2020



In a matter of weeks, coronavirus has changed the world of work. As businesses prioritize the safety of their communities, many in-person events and gatherings have been cancelled. This leaves people looking for ways to stay connected. We've heard from a lot of you as you are considering virtual alternatives.

LinkedIn is [here to help](#) you stay informed with the latest news and updates to stay productive working remotely. We also know it's important now for you to be able to create new virtual experiences to engage with your customers.

Virtual alternatives to in-person engagements

To help you reach and stay engaged with the audiences that matter most to your business, here are some free tools and resources:

- [LinkedIn Pages](#): Use your LinkedIn Page to share key messages and updates with your professional community and create a dialogue around the topics that matter most for your organization. For more information on Pages, check out our [best practices](#) site and join our [LinkedIn Page admin group](#) to stay connected to our product marketing team and broader Page Admin community.

- [LinkedIn Live](#): With LinkedIn Live you can host keynote speeches, panels, thought leadership talks, news and announcements through live broadcasts to your networks. If you're interested in receiving access, let us know [here](#).
- [LinkedIn Events](#) is in a Beta phase, but we've opened it up to ensure that all Pages have a tool to drive awareness of their events. When a [Page admin creates an event](#), they can leverage the LinkedIn network to host a virtual conversation and stay connected to their professional communities. You can also participate in discussions with other attendees by posting and joining conversations in the [Event feed](#).
- We've also unlocked [16 LinkedIn Learning courses](#) — available for free — with tips on how to build relationships when you're not face-to-face, and use virtual meeting tools (Microsoft Teams, Skype, BlueJeans, Cisco Webex and Zoom).

To help get you started, we've created a [Virtual Events Activation Playbook](#) for using LinkedIn Live and LinkedIn Events for your next digital event.

Great examples of virtual events

Here are great examples of companies we've seen take their in-person gatherings and engagements virtual.

Keynotes

You can reach a broad base of customers, followers and prospects during your organization's most important announcements or presentations.

[Microsoft](#) live-streamed CEO Satya Nadella's keynote at its premier developer conference, Build.



[Pegasystems](#) went live from PegaWorld 2019, streaming their CEO's keynote.



Sessions, Fireside Chats, and Q&As

[Workday](#) conducted a #wdaychats on LinkedIn Live, spotlighting healthcare trends.



[Emirates NBD](#) hosts their second #SustainabilityNow Talk in partnership with Dubai Police, to discuss the important topic of fraud and how to prevent it.



Thought Leadership

LinkedIn Live is a great way to bring your subject matter expertise to a broad audience.

[SoFi](#) live-streamed a Negotiating 101 event with a discussion lead by a resident negotiation expert.



[GIBS Business School](#) went live from their campus in Johannesburg with Coca-Cola to discuss “Building a Total Beverage Company.”



Product Spotlights

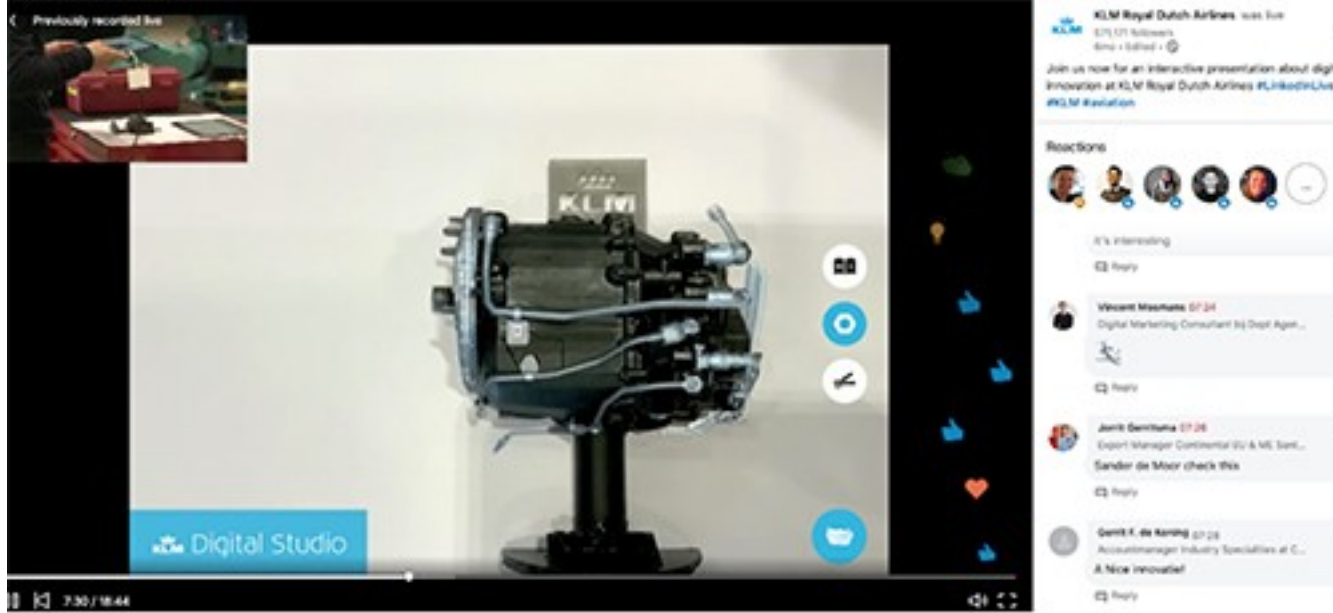
Looking to showcase products or features? Here are some of our top streaming ideas:

- Unveil a new, innovative product
- Highlight partnerships with other companies
- Demo updated features or product capabilities
- Talk to a member of your R&D team about their development process

[Automation Anywhere](#) generated awareness and engagement for one of their newest products by live-streaming the unveiling.



[KLM Royal Dutch Airlines](#) conducted an interactive stream on digital innovation happening at the company.



This is a challenging time for all of us. We hope that some of the advice and examples above can help you meet the challenge and continue working toward your business goals.

Topics

[LinkedIn Marketing News](#)

