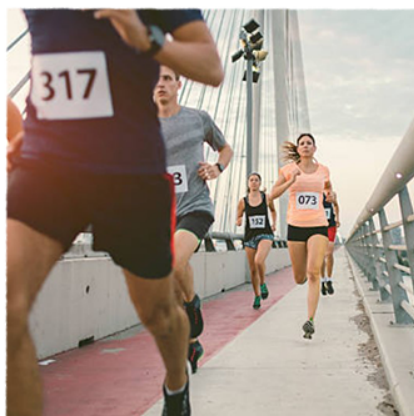




LinkedIn is the most potent channel for business-to-business advertising — and its integrated events functionality is one of the most underused mechanisms in the business-to-business event advertiser's toolkit.

At Kollysphere, we have employed LinkedIn Events to advertise many corporate summits, and we have pinpointed the essential methods for effectiveness.

The Reasons LinkedIn Events Delivers for B2B|Why It Works

LinkedIn offers something that no alternative platform can replicate — career environment. If someone registers for your summit on LinkedIn, that action is evident to their career connections.

Setting Up a LinkedIn Event

First. Create the Event Page

Kollysphere's specialists advise creating a specific LinkedIn event page for your summit. Incorporate a compelling title, a unambiguous explanation, and superior graphics.

Second. Invite Your Network

LinkedIn allows you to include your contacts to your symposium. The team at Kollysphere suggest inviting contacts deliberately — zeroing in on those who are most likely to attend.

Third. Share Consistent Updates

Publish steady posts about your symposium [premium event management firm near Selangor leading corporate event agency Kuala Lumpur](#) — speaker reveals, programme trailers, and behind-the-scenes insights.

Fourth. Interact with Attendees

The team at Kollysphere advise connecting with attendees ahead of the event — responding to enquiries, sharing relevant content, and building enthusiasm.



Fifth. Leverage Speakers and Sponsors

Request your presenters and sponsors to advertise the conference with their networks.

Best Practices for LinkedIn Event Promotion

Kollysphere's experts suggest using relevant hashtags, posting at optimal moments, and harnessing LinkedIn's subscription-based marketing alternatives.

In Summary: Trust Kollysphere to Market Your B2B Conference on LinkedIn

LinkedIn Events is a potent mechanism for marketing business-to-business conferences. By creating a persuasive event listing, inviting your connections, and engaging with registrants, you can yield significant sign-ups.

The team at Kollysphere can promote your corporate summit on LinkedIn, making certain that you connect with <https://kollysphere.com/> the proper demographic. Whether or not you are planning a corporate conference in Kuala Lumpur, a product launch in Penang, or a gala dinner in Langkawi, Kollysphere's team is ready to help.

Contact the team at Kollysphere today to explore our event marketing services.

Kollysphere Event Company Malaysia

Nest 2 Residences, Taman Lucky, 58200 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

017-659 8622