

From Views to Value



Nick Maalouf
Head of Event Growth
& Strategy

Virtual and Hybrid

75%

of event professionals say
hybrid events are here to
stay.

Source: 116 Event Statistics Shaping the Industry in 2025, Cvent

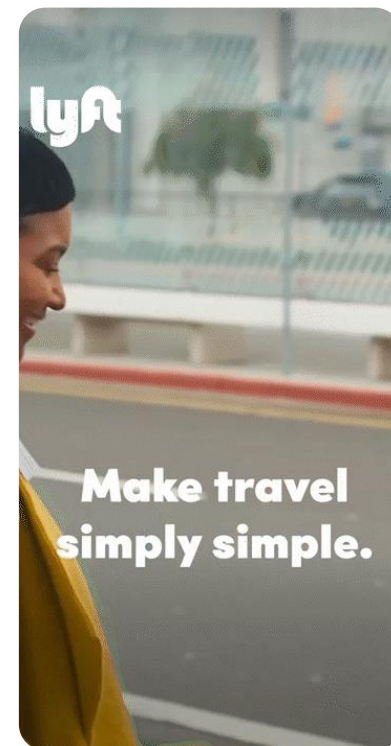


71%

of company decision makers are now Millennials and Gen Z.

TD Bank

SMALL BUSINESS MONTH CELEBRATION



Source: LinkedIn, 2025



Impact over Everything

92%

of B2B event teams in
2025 are focused on
proving event ROI.

Source: The Global State of B2B Events 2025, Forrester



PROPRIETARY + CONFIDENTIAL

Online information
will become
a commodity.

Networked,
expert knowledge
will not.

Live Wed - 11:00 AM
shen ai

AI in healthcare:
Impact on patients
and physicians

Przemek Jaworski
Harvey Castro, MD
Anna Harris
MODERATOR

Wednesday, May 21
8 PM CET | 2 PM ET

Save your seat

AI in healthcare: Impact on patients and physicians
Event by Shen AI

Wed, May 21, 2025, 11:00 AM (your local time)

41 attendees

Register Share ...

Summer Seminar in Healthcare Ethics 2025

REGISTRATION IS NOW OPEN

Registration cost for the 3.5 day conference is \$500. CME credit has an additional fee of up to \$45 to be paid directly to the CME office after the conference. See our website for Group Discounts and possible scholarship opportunities

For more information on group discounts, email bhcenter@uw.edu.

Monday, August 4th to Thursday, August 7th

BIODETHICS & HUMANITIES
UNIVERSITY OF WASHINGTON
School of Public Health

2025 Summer Seminar in Healthcare Ethics
Event by UW Bioethics

Aug 4, 2025, 8:30 AM - Aug 7, 2025, 12:00 PM (your local time)

Online

Event link - <https://depts.washington.edu/bhdept/bioethics-training/2025-summer-seminar-healthcare-ethics>

189 attendees

Attend Share ...

Powered by Fidelum Health & Planetree

HUMANIZING HEALTHCARE WEBINAR

A CONVERSATION WITH
Amy Searls
Chief Experience Officer
Prime Healthcare

THURSDAY, MAY 29TH AT 1:00 PM ET

REGISTER TO JOIN US

Connecting Care With Purpose at Prime Healthcare
Event by Fidelum Health

Thu, May 29, 2025, 10:00 AM - 10:45 AM (your local time)

Online

Event link - <https://us06web.zoom.us/j/81393356690>

164 attendees

Register Share ...

RagaAI

AGENTIC AI IN HEALTHCARE

22nd May, 2025
5.00 PM - 6.30 PM
Palo Alto, CA

Agentic AI in Healthcare
Event by RagaAI Inc


Thu, May 22, 2025, 5:00 PM - 6:30 PM (your local time)

567 University Ave, Palo Alto, California, US, 94301
VC Nest

Event link - <https://lu.ma/w9g8bd03>

73 attendees

Register Share ...



World Congress on Nursing and HealthCare
Event by Nursing Congress

Jun 25, 2025, 9:30 PM - Jun 26, 2025, 10:30 PM (your local time)

Online

Event link - <https://scientarymeetings.com/category/conferences/conference/>

329 attendees

Attend Share ...

WEBINAR

Multi-Agent AI Frameworks in Healthcare – Live Demos

Thursday, May 29, 2025
12:00 PM - 1:00 PM ET

FEATURED FRAMEWORK DEMOS

- MentalAgora Mental Health Counseling
- TXAGENT Precision Treatment
- ClinicalAgent Clinical Trial Optimization
- PharmAgents End-to-End Drug Discovery

Multi-Agent AI Frameworks in Healthcare – Live Demos Webinar
Event by Alex G. Lee, Ph.D. Esq. CLP

Thu, May 29, 2025, 9:00 AM - 10:00 AM (your local time)

Online

Event link - <https://us02web.zoom.us/j/89545965109?pwd=c0tlid74ZlBEGswAhrDX04zcoYaZkZ1>

57 attendees

Attend Share ...

Data Strategy Webinar

Mastering Data Strategy & Governance: A Modern Playbook for Healthcare Plans and Payers

June 25, 2025 | 12pm ET

Willem Koenders
Data Strategy, IT

Kelly Tsaur
Product, IT

Mastering Data Strategy & Governance: A Modern Playbook for Healthcare
Event by Willem Koenders

Wed, Jun 25, 2025, 9:00 AM (your local time)

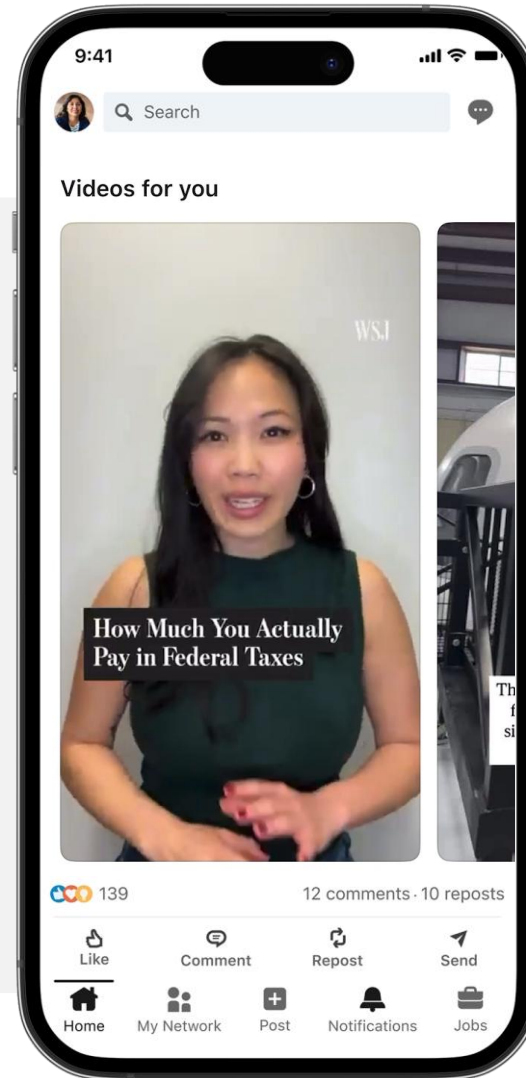
Online

Event link - <https://zs.zoom.us/j/99764396992?pwd=Ylec0K60gdyflaxYsacZlEx91RWSur.1&from=addon>

52 attendees

Attend Share ...

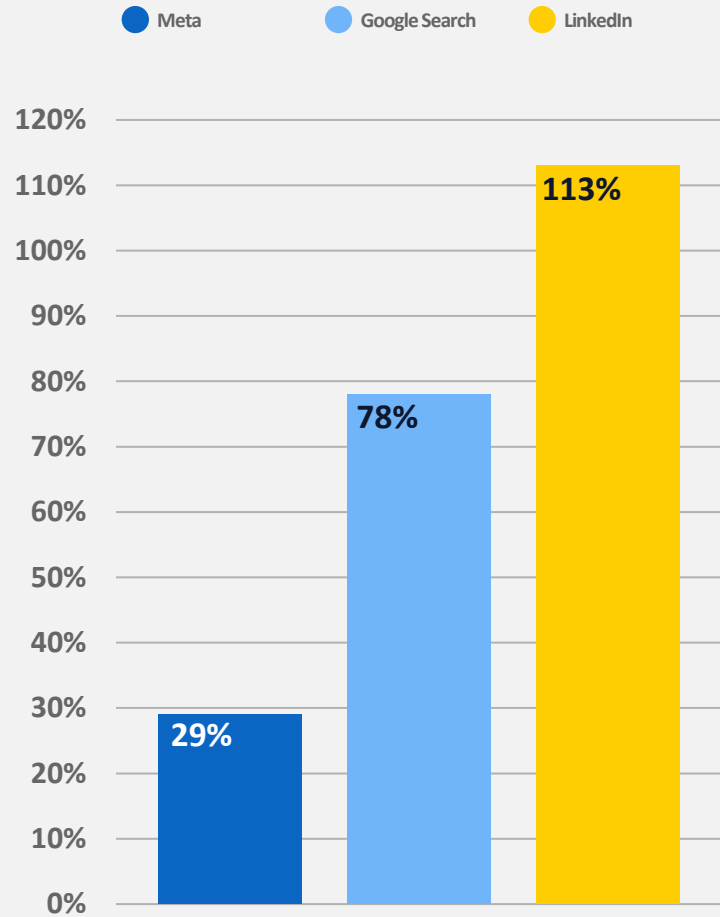
Members turn to LinkedIn to be informed, entertained, and inspired by the world of work.



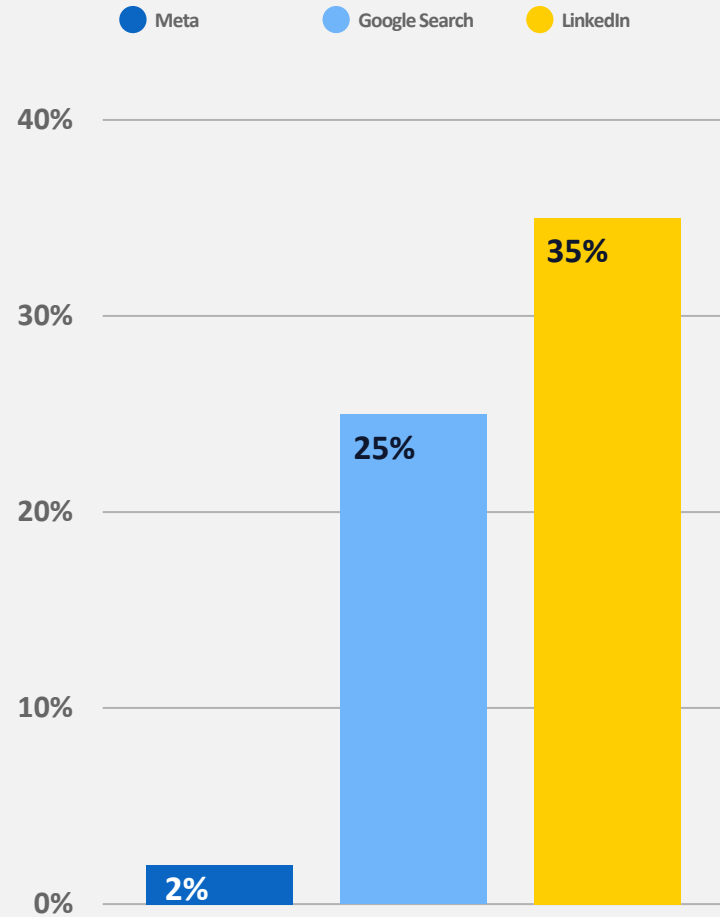
+25%
more willing
to click on
relevant ads

vs. the average Internet user.

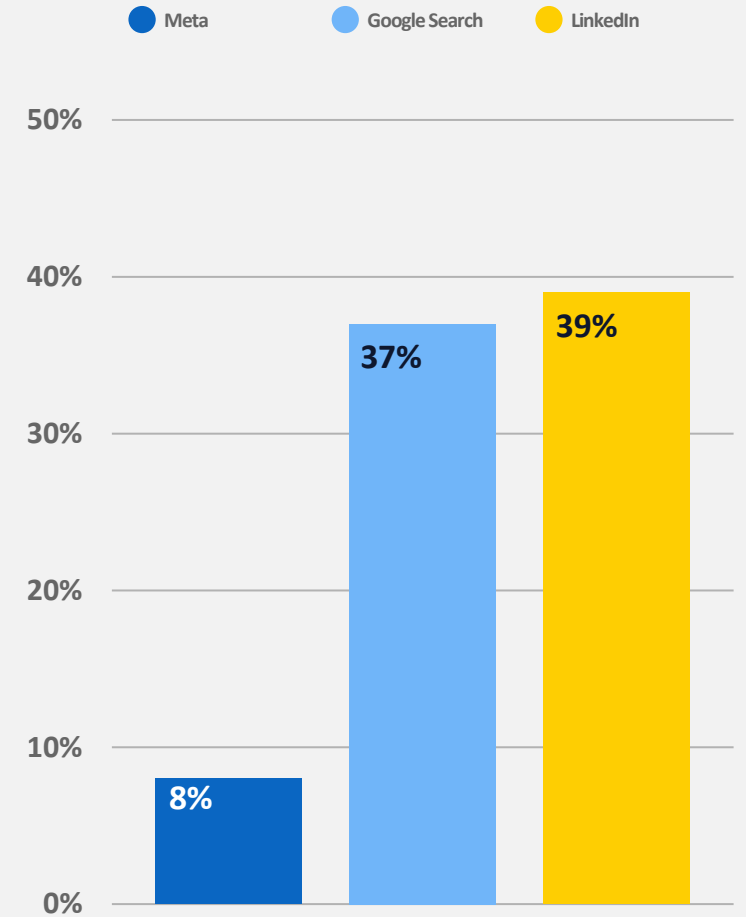
ROAS



Influenced New Business Deals



Share of Budget



Measure what matters.

53%

LinkedIn campaign activation touched over 53% of total PitR associated with Dreamforce. (\$ in the billions)



Salesforce expands reach and increases pipeline for Dreamforce with LinkedIn's precise targeting and new Event Ad Features

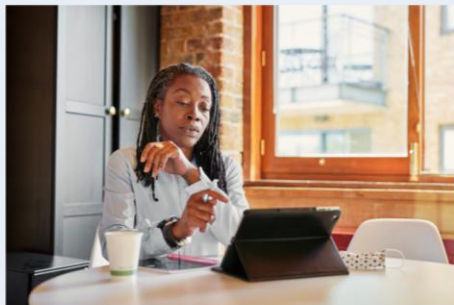
[Download customer story](#)



LinkedIn collaborates with Salesforce to evolve LinkedIn's Event Ad features and increase attendance, viewership, and engagement!

What marketing challenge was Salesforce solving for through this new events strategy?

- Balancing the need to achieve the maximum number of views possible, while also reaching a qualified audience that would be meaningfully engaged
- Growing Salesforce's marketing pipeline and reaching whitespace accounts



What audience was Salesforce trying to reach and how did LinkedIn help?

- Salesforce turned to LinkedIn as a marquee partner to leverage its strong 1st party data and segmentation capabilities to reach Business Decision Makers and AI-interested audiences
- Salesforce leveraged their Data Cloud and Marketing Cloud to identify CRM audiences to target within LinkedIn. Now, with the new LinkedIn and Data Cloud collaboration, customers of both companies can take advantage of the direct connection between Data Cloud and LinkedIn's Campaign Manager tool to build more relevant ad campaigns
- LinkedIn offered Salesforce a platform to create a global marketing approach to reach their qualified audiences. All touchpoints were working in concert with the LinkedIn Event Ad format (pre, during, post event support coupled with Thought Leader Ads).

RESULTS

A 30% cost reduction drove direct sales impact and a repeatable event activation strategy with LinkedIn

- The holistic approach not only maximized viewership amongst a qualified audience, but also drove direct impact on sales: connection request (up 24%) & InMail acceptance (up 52%) amongst those who interacted with the campaigns.
- Salesforce is interested in iterating on the Dreamforce activation (combination of Event Ads, Accelerated Delivery, Thought Leader Ads and the new event view-retargeting) for all events moving forward!
- Salesforce and LinkedIn's engagement continues to deepen with the new, direct connection between Data Cloud and LinkedIn, allowing for up-to-date data for precision targeting.

Dreamforce Success Metrics*

Volume of Viewership:	Scroll Views:
3.4M Views	2.5M+
Cost per 5min+ Viewer*:	5min+ Viewers:
30% cheaper than the outlined cost goal	46.5K+

*Actual % reduction of cost per 5+min Viewer was rounded up from 28.7%

*Source: 2023 Salesforce Dreamforce LinkedIn media investment performance

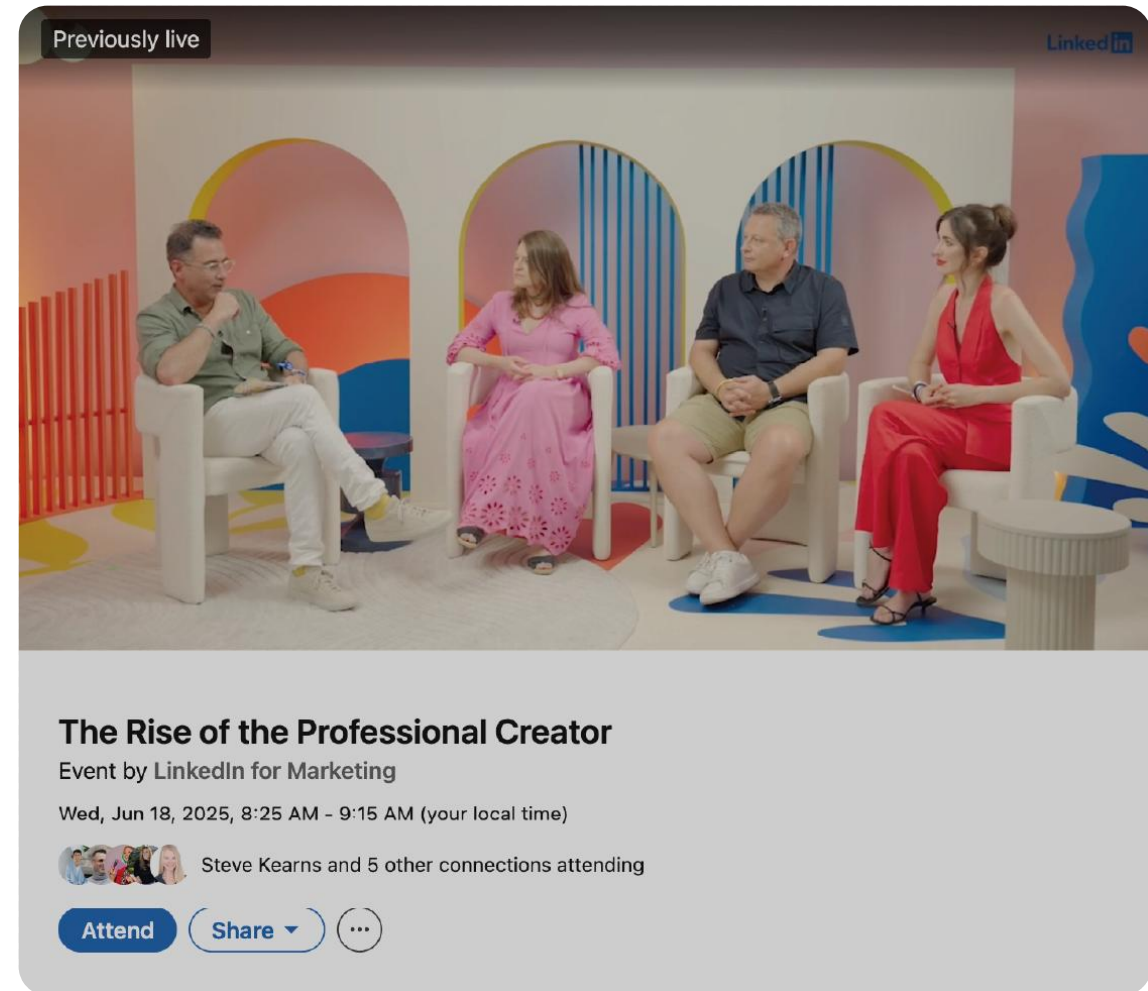
Any size.
Any goal.
One
framework.

Pre-Event

During Event


Post-Event

Previously live LinkedIn



The Rise of the Professional Creator
Event by LinkedIn for Marketing

Wed, Jun 18, 2025, 8:25 AM - 9:15 AM (your local time)

 Steve Kearns and 5 other connections attending

[Attend](#) [Share](#) [...](#)

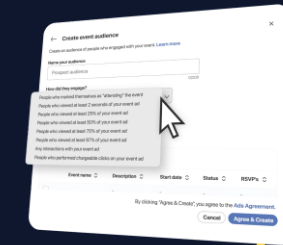
Events in Full Concert.



First Impression Ads



Live Streaming



Retargeting

Build Anticipation

Maximise Engagement

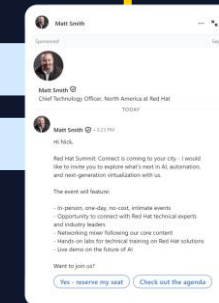
Extend Momentum



Event Ads



Thought Leader Ads



Sponsored Messaging

**Get the
fundamentals right
and go beyond.**

1

Tip #1

Be distinctive, consistently

- Own Your Look, Every Time
- Consistency Builds Recognition

Google Cloud Promoted

One venue. Three days. 500+ sessions. Google Cloud Next is back in Las Vegas April 9–11, for a deep dive into AI, security, and much more.

Something for everyone

Register

0:00 / 0:15

This is a video advertisement for Google Cloud Next 25. It features a large, stylized 'N' in yellow and orange, and a large 'X' in red and pink. The video player interface shows a progress bar at 0:00 / 0:15 and a 'Register' button at the bottom right.

Google Cloud Promoted

Join Google Cloud Next in Las Vegas, April 9–11, at Mandalay Bay Convention Center for a front-row seat to the latest in tech, keynotes, and more.

Register Now

Google Cloud Next 25

Don't miss the next big thing – register today!

Register

This is a static advertisement for Google Cloud Next 25. It features a black background with the text 'Register Now' in white and 'Google Cloud Next 25' in white. There are colorful, stylized letters 'N' and 'X' in the background. A 'Register' button is located at the bottom right.

Google Cloud Promoted

Do big things. Register for Google Cloud Next April 9–11 for interactive labs, demos, and more. Back in Las Vegas – get inspired, build the future.

Save your seat

Register

This is a static advertisement for Google Cloud Next 25. It features a night view of the Las Vegas Strip with the Eiffel Tower replica. Overlaid on the image are large, colorful letters 'N' and 'X'. A 'Register' button is located at the bottom right.

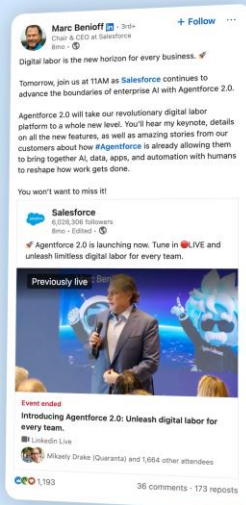
Scale Impact with Trusted Voices.

2

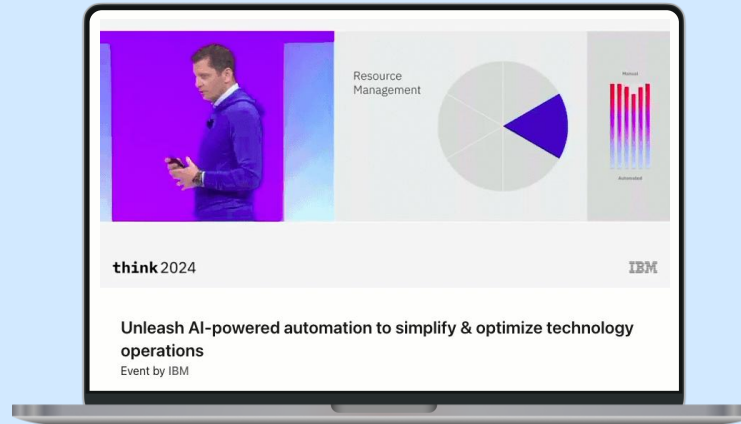
Tip #2

Put influencers at the core of your end-to-end strategy.

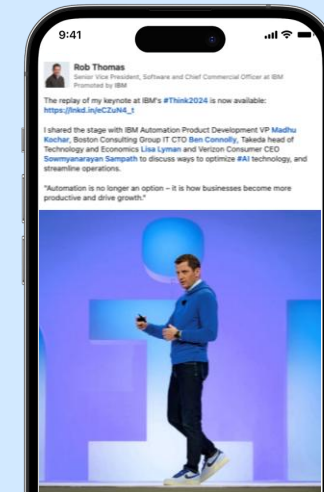
- Executive
- SME
- Partner
- Employee



Pre-Event



During Event



Post-Event

Winning Integrated Event Strategies.

3

LinkedIn turned every moment at Cannes into Thought Leadership.

Dedicated spaces empowered creators to connect and create.



Livestreamed expert interviews were amplified by speakers and repurposed into clips.

The CMO of the Future
Wednesday, June 21
10:00-10:45 a.m. CET

Speakers: Emily Katchen, Dara Treseder, Carlo Zakhem-Hassan, Shelley Zalis, Karin Kimbrough

Join LinkedIn at Cannes Lions
June 17-21, 2024

Follow LinkedIn Collective to stay updated on all things Cannes and tune into daily programming featuring B2B thought leaders.

LinkedIn used Cannes as a moment to launch new research.

Catherine Flynn • 2nd
Global Marketing Leader | Director of Agency Development + ...
5mo •

Just launched at #CannesLions2024: LinkedIn's new B2B Marketing Benchmark Report with Ipsos - what does the B2B Marketing org of the future look like? Short answer: A "triple threat."
Long answer? Download the report here:
<https://lnkd.in/gUR6Jm79>

Tusar Barik
Nicholas Mercurio
Vida M Cornelious

LinkedIn for Marketing #thelacetoB2b

1 comment • 2 reposts

Employees amplified the moment by sharing perspectives and insights.

Lucy Davies • 2nd
Director, Global B2B Communications @ LinkedIn
5mo •

An incredible week at the Cannes Lions International Festival of Creativity where LinkedIn has been showcasing why it's #ThePlaceToB2B. ...more

213
25 comments

Key takeaways

1

Events perform best when treated as a full-funnel system, not a moment.

2

Real voices amplify trust and scale impact.

3

Creative consistency and motion are what cut through distraction.

Thank you.

