

The LinkedIn *Playbook* for Event Organizers

Your event deserves more reach.

- ✓ How speakers, team and guests post for you
- ✓ Timelines from six weeks before to two weeks after
- ✓ Eight templates you can copy



oneclickbadge.com

Badges & certificates for events

What you'll find in this *Playbook*

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How to read this playbook

This playbook is written for everyone who runs events: conferences, webinars, trade shows, trainings, community meetups. It shows how your event gets seen on LinkedIn, from the first save-the-date to two weeks after the date. Your biggest lever here is your speakers, exhibitors and guests, because their networks reach people who don't know you yet.

The structure follows your timeline, and every chapter works on its own. Behind the playbook is OneClickBadge, a tool for event badges and certificates of attendance. It shows up in the chapters where it saves you work. The timelines themselves also work with whatever tools you already have.

Where to jump in

SIX WEEKS OUT

EVENT WEEK

AFTER THE BIG DAY

You're still planning

Chapter 2 builds the timeline from save-the-date to event day.

Things get real

Chapter 3 collects the live moments from event day.

It's a wrap

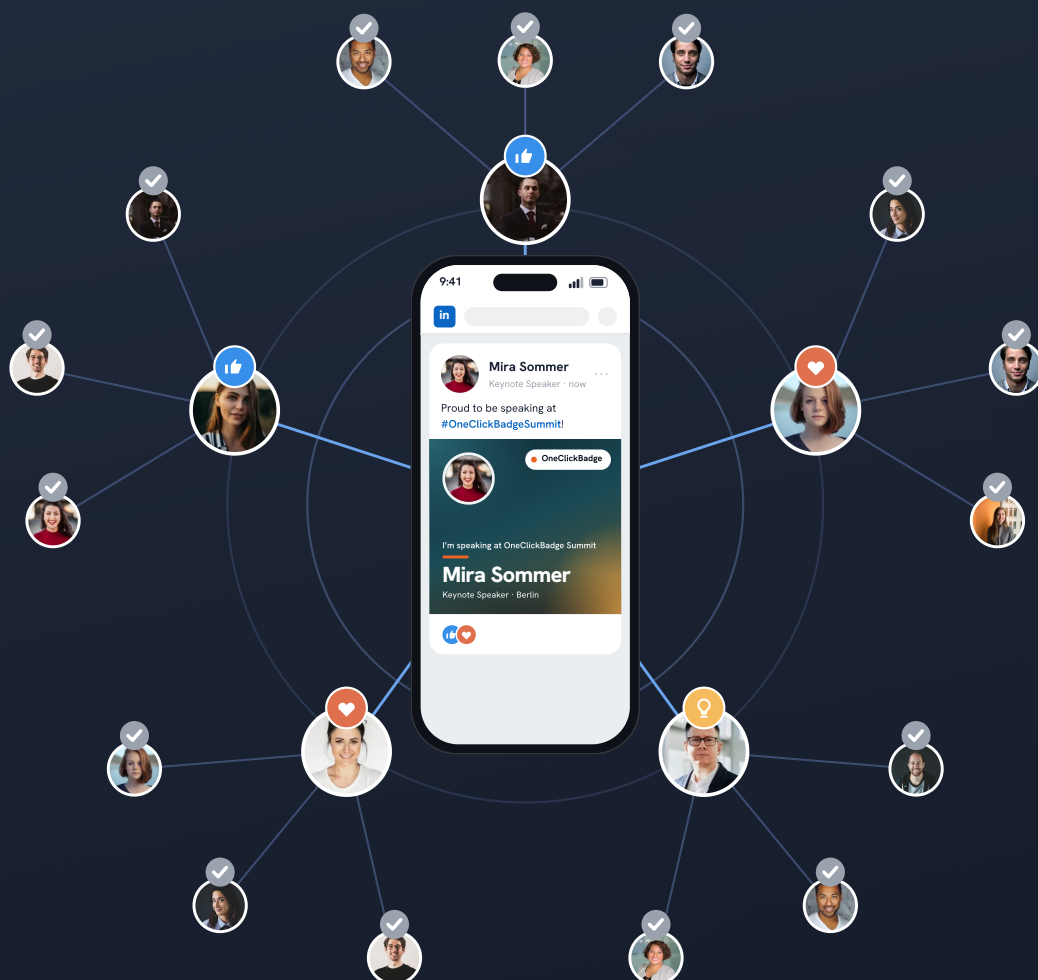
Chapter 4 follows up with recap and certificates.

Need words right now? Chapter 5 delivers eight templates you can copy.

01 Why LinkedIn *works* for events

On LinkedIn, attending an industry event is something people naturally put on their profile, visible to their whole professional network. Here's why your event's reach builds in your guests' networks and what that means for your planning.

One post activates *entire networks*.



1 A guest posts their badge

2 Their contacts react

3 Their networks see your event

1

Your event grows in your guests' networks

Most organizers promote their event where they have control: on their own LinkedIn page, in the newsletter, on the website. That's right, and still limited, because a company page organically reaches only part of its own followers, and most of them already know the event. If you only post on your own channel, you're mostly talking to yourself.

Posts from personal profiles work differently. They land with the sender's colleagues, customers and acquaintances, meaning people who have probably never heard of your event. And they carry something no ad can buy: a recommendation from a person you trust professionally.

The mechanism behind it has two stages. A speaker posts their badge, and the post first reaches their direct contacts. Some of them react, comment or congratulate, and with every reaction more people see the post, including people who aren't even connected to the speaker. If ten speakers announce their talks, your event is speaking in ten networks at once.

Three qualities make LinkedIn so useful for this

- 1 The relationships.** A person's contacts are their professional network, exactly the people your industry event is made for. Reach comes with a built-in audience here.
- 2 The motivation.** Many speakers, exhibitors and attendees have their own reason to post: they show their professional role, arrange to meet other guests, or point to their slot in the program. You're helping them with something they already plan to do.
- 3 The place for the credential.** With the "Licenses & certifications" profile section, LinkedIn gives attendance credentials a permanent home. Your event stays visible there long after the feed has moved on.

When a profile entry makes sense: it fits best when your event certifies training, an exam or a verifiable professional achievement. With a plain attendance confirmation, what the certificate actually confirms should stay clearly visible.

The catch: hardly anyone posts on their own

If the lever is this big, why doesn't every event use it? Because posting is work. Anyone announcing their talk needs an image that looks good, with the event name, the date and their own face. Very few speakers build that graphic themselves, and a PDF with a logo pack in their inbox rarely makes it better. You know the result: three out of ten post something, the rest firmly intend to.

This is where a prepared badge helps. You design one visual in your event's look and send a link. Your speakers and guests open it, drop in their photo and name, and in a few minutes they have an image worth posting, no account and no design work. "I should really do that" becomes a two-minute step.

The tools in this playbook aren't tied to LinkedIn, though. A badge is ultimately an image or a short video and posts just as well on XING, Instagram or Facebook, in portrait even as a story. Where your guests spend their time decides. Only the certificate entry in the profile section is specific to LinkedIn.

WITHOUT BADGES

The event ends on event day

- Reach stops at your own followers
- Attendance stays invisible to the network
- Only your own team writes the wrap-up

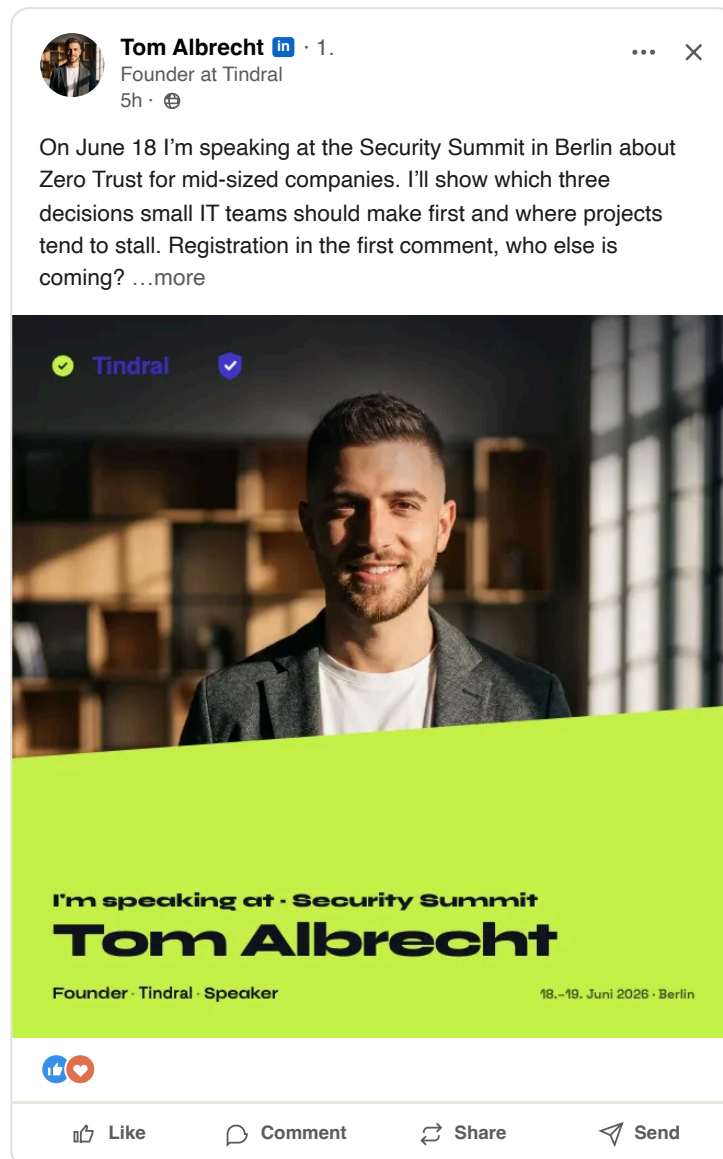
WITH ONECLICKBADGE

Every badge is a post

- Attendees post in their own networks
- Your event name shows up in hundreds of feeds
- Certificates extend visibility by weeks

02 Before the event: the posting *plan*

In the weeks before the date, attention turns into real interest. Here you'll find the plan for your own posts; after that, speakers, team, guests and exhibitors multiply your reach.



This is what this chapter is aiming for: a speaker badge in the post, posted by the speaker themselves.

2

A six-week plan, every post with one job

Most event announcements fail on timing: a single post three weeks out, then silence. One post never reaches the whole possible audience, and several posts with different angles raise the odds that interested people notice your event at all and react in time.

So plan backwards from event day. Every post has exactly one job: first attention, then program, then urgency.

The seven posts here are just the example that makes the logic visible: a steady rhythm across six weeks. Map it onto your own program. A large event with many speakers fills the same weeks with more posts; a small meetup gets by with fewer. The sample timeline is on the next page, and right after that we sort out who takes which post.

What belongs in every post

- 1 A concrete takeaway in the first sentence.** “We’re excited” isn’t one: write what attendees walk away with.
- 2 A face.** Posts with a speaker portrait draw noticeably more reactions than text tiles.
- 3 Exactly one link** to registration, clearly visible.

EXAMPLE · THE SAVE-THE-DATE POST, SIX WEEKS OUT

[EVENT NAME] is coming to [CITY] on [DATE].

[ONE SENTENCE ON WHAT’S NEW THIS YEAR OR WHO YOU’RE EXPECTING]

Save the date. Registration opens shortly, details follow in the first comment.

Replace the placeholders in blue

The first post from the schedule on the next page

TIMELINE

The posting schedule before the event

WHEN	POST TYPE	THE POST'S JOB
T - 42	Save the date	The event exists: date, place, one sentence on the topic
T - 28	Speaker intro no. 1	Show a face and a topic
T - 21	Program highlight	Show concrete value
T - 14	Speaker intro no. 2	Speak to a second audience
T - 7	Behind the scenes	Build anticipation, show the venue
T - 3	Last spots	Urgency, give a clear number
T - 1	Logistics & anticipation	Directions, times, hashtag

T = event day. The timings are rough guides, shift them onto your weeks. With a big program, the two speaker intros become a series.

Common mistakes that cost reach

The most common mistake is starting too late. If your first post goes out three days before, there's no time left for the build-up to work. Almost as common: posting everything from the company page only. A page's reach is limited; individual people's voices carry further.

One widespread tip concerns the registration link: some teams put it in the first comment, not in the post itself, assuming the post then reaches more people. Whether that gains you anything depends on goal and audience, so test both variants. Also use only a few hashtags that genuinely fit, and only when they help with context. A good first sentence, a tangible takeaway and a clear next step carry more weight than any keyword.

And then there's the mistake you only notice afterwards: preparing nothing that others can share. If your speakers have to build a graphic themselves, very few will. Give them a finished badge and a link, and good intentions turn into real posts.

Who posts what: the role split

As soon as several people post for your event, you need a quick agreement, or three colleagues share the same program link and nobody shares the save-the-date. The split below has proven itself because it gives every sender the role that fits their reach.

COORDINATION

Five senders, five roles

SENDER	STRENGTH	TYPICAL POSTS
Your event page	Stays findable	Save the date, program, logistics, recap and materials
Leadership	Authority and stance	Why this event exists, the personal thank-you at the end
Project team	Close to the action	Behind the scenes, countdown, live moments from the day
Speakers	Networks beyond yours	Their own announcement with badge, a taste of their topic
Booth team	Direct line to customers	"We'll be there" with hall and booth number, demo times

Rule of thumb: the page documents, people tell the story. Together they give the full picture.

Getting speakers to post

When speakers don't post, it's almost never lack of interest. A speaker who's on your stage benefits from the announcement themselves, and they know it. What's missing is the ready-made building block. Building the announcement image yourself is a design task between two meetings, and that's where the intention dies.

The conclusion is uncomfortable but freeing: your speakers' posting rate is above all a tooling question, which makes it yours. Push a speaker's effort below five minutes and you get posts. The tool for that is a prepared speaker badge via link: upload a photo, type the name, download, no account and no design software. As a bonus, every announcement looks consistently like your event.

The timing: when to nudge speakers to post

- 1 **With the confirmation:** badge link right in the confirmation email, while the excitement is fresh. The template is in Chapter 5.
- 2 **At the program launch:** when the program goes public, the natural second occasion is there. Whoever posts now points to something concrete.
- 3 **Two to three weeks out:** one single reminder with a new occasion, so it never reads as nagging.
- 4 **Final week:** a personal message only to the most important voices still missing.

Three things you can do without: Prewritten post copy quickly feels staged, especially when twelve nearly identical posts show up in the feed. Give people a frame for the content and leave the exact wording to them. A big CC list helps little, too. When twenty people feel addressed at once, usually nobody takes charge. Write to recipients individually or put them in BCC. On event day itself it's too late for announcements. Ask speakers, team and exhibitors to share their impressions straight from the event.

Team and exhibitors: “We’ll be there”

For everyone who isn’t on stage, there’s the second voice: “We’ll be there”. When your team exhibits at a trade show, everyone at the booth posts their own badge, and six posts become a visible presence outside the door. The image may vary; the same core facts should appear on all of them. Alongside it there’s the personal version, “I’ll be there”, for individual voices.

The post needs the trade show name, the date and, above all, hall and booth number, because at its core the badge is a set of directions. For the copy: no uniform wording. The sales rep writes which customers she wants to meet, the engineer what he’ll be demoing. Six perspectives keep it interesting and read like six recommendations.

HOW IT WORKS

From design to post

1

Build the badge

Design it once, in your event’s look, with logo, title and date.

2

To the team

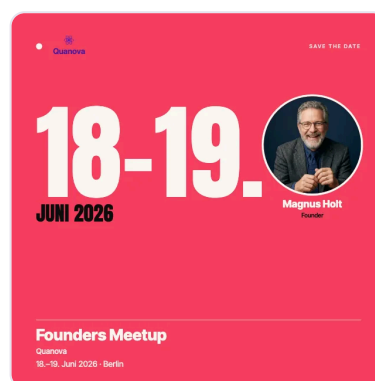
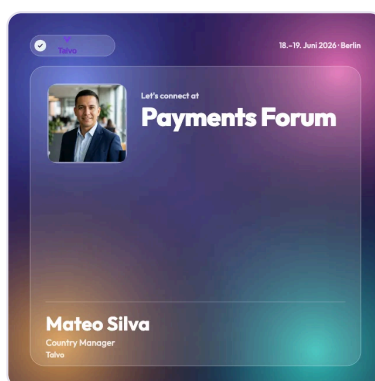
One link by email or chat, the same for everyone. No account needed.

3

Everyone posts

Photo and name in, download, off it goes into their own profile.

The ready-made invitation line for your team, speakers and guests is in Chapter 5. And if your announcement should catch extra attention: the same badge also exists animated, as a short video that sets itself apart from the static images in the feed.

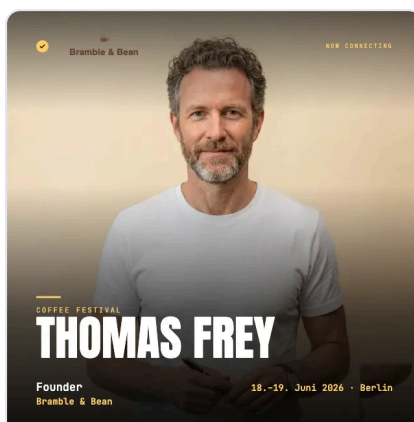


From the badge gallery: the “We’ll be there” visual for the booth team and two more event looks.

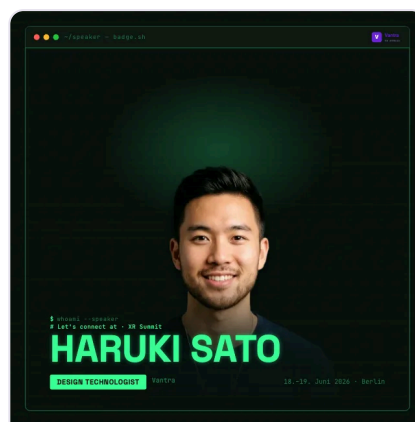
A look for every event

Whether someone likes posting a badge also depends on the look. Relevance and low effort matter more, but a good visual clears the last hurdle. The image lands in their own feed, next to industry posts and job changes, and shows the person's face. Nobody is keen to share a visual that looks like an obligation.

That's why the template gallery covers very different tones, from festive to playful. You adapt logo, colors, fonts and copy to your event in the editor. And which format the visual ships in is a decision you make separately from the design; more on that on the next page.



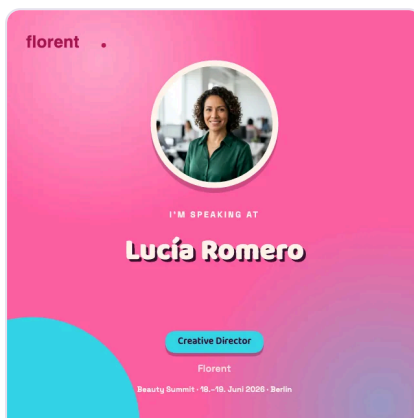
Cinema look · Coffee Festival



Neon terminal · XR Summit



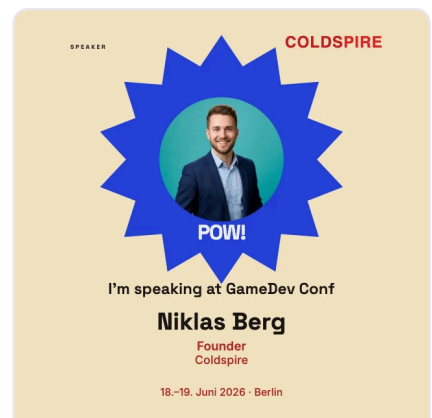
Art deco · Photo Expo



Playful · Beauty Summit



Classic · Quantum Europe



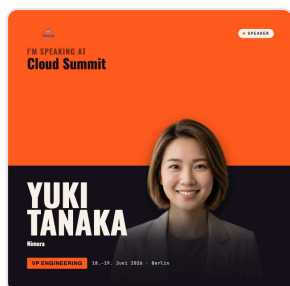
Comic pop · GameDev Conf

HOW TO SPOT A GOOD VISUAL

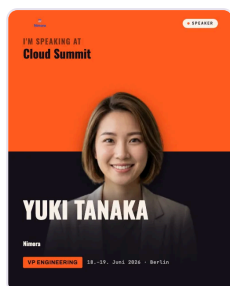
- ✓ Name and event are instantly readable on a phone
- ✓ Date and place make sense even without a caption
- ✓ The face stays clear of text and decoration
- ✓ Colors and fonts match the event without costing readability

Four formats, four places to use them

When designing, you commit to one of four formats; each is made for a different place. Several formats for the same badge at once isn't available yet, so you decide up front where the visual will mainly run. Depending on the format, the same design looks different and does a different job:



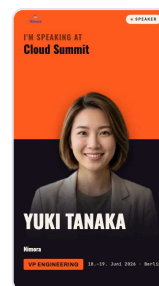
1:1 · Square



4:5 · Portrait



16:9 · Landscape



9:16 · Story

FORMATS

Which format suits what

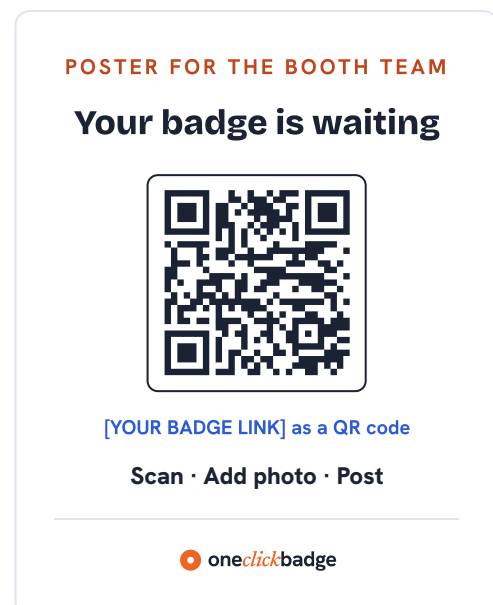
FORMAT	WHAT IT'S MADE FOR	KEEP IN MIND
1:1	The feed standard, works on Instagram too	The safest choice if you send only one format
4:5	Portrait for the feed, takes up the most space when scrolling on mobile	The most commanding, needs a visual that can handle height
16:9	Landscape for website, newsletter and slide decks	Noticeably smaller in the feed, at home everywhere else
9:16	Story format for Instagram and WhatsApp status	For the LinkedIn feed you'll also need a 1:1 or 4:5 version

Rule of thumb: 1:1 or 4:5 for the posts, 16:9 for your own surfaces, 9:16 for everyone you reach beyond LinkedIn.

Resolution: By default every format exports 1080 pixels on the short edge, sharp enough for feed, story and projector and small enough to send in a chat. For print or large projections, the download also offers the "High" and "Maximum" levels with far more pixels.

03 During the event: use the *live moments*

On event day the tone changes: now what counts is proof that something worth seeing is happening right here. The day delivers good moments on its own; you just need one person who wears that hat.



On the left, the booth team on show day with the prepared badge; on the right, the poster that prompts exactly that.

3

Short posts, real moments

A packed room, a strong quote from the stage, a reaction from the audience: moments like these work because they're unstaged, and they stir a quiet pang in everyone who isn't there. Short, spontaneous posts straight from the room are the right tool for that. They're allowed to be raw, shot quickly and posted without overthinking.

Ask your speakers and guests to tag the event in their own posts. Anyone who already had a badge in their feed shares the second impression all the more easily. And assign one person from your team whose only job that day is posting; otherwise everyone ends up posting nothing because everyone's busy.

The same goes for the trade show: a quick photo of the busy booth with two sentences beats the polished graphic from the day before, and it shows the undecided in the hall that the detour to your booth is worth it. Repeat hall and booth number in every post; nobody digs through old posts for the number on show day.

Three live moments that almost always work

- 1 **The room, right before it starts.** Full rows say more than any stage. One photo, two sentences, out it goes.
- 2 **One line from the stage.** The morning's strongest quote as a text post, with the speaker's name and the talk title.
- 3 **The look behind the scenes.** Setup, tech check, the team over the first coffee. Approachable beats glossy.

Online events: live moments without the expo hall

Webinars and online conferences don't have the packed room. Shareable moments still happen; they just look different. The strongest are sentences: a bold claim from the talk, a surprising answer from the Q&A, a poll result nobody expected.

Content like this needs no photo. A quote works as a plain tile or a pure text post, as long as it's clear who said it and in what context. Screenshots from the online event call for caution, though, since attendees' faces and names may be visible on them. Get their consent first.

Whether joining late makes sense depends on the content. Where it does, keep registration open during the webinar and have someone from the team post live alongside; that still pulls last-minute joiners into the second half. For sessions that build on each other, better to point to the next date.

EXAMPLE · QUOTE POST WHILE THE WEBINAR IS RUNNING

"[THE QUOTE, ONE SENTENCE, VERBATIM]"

[SPEAKER NAME] live right now at [WEBINAR TITLE].

The recording is coming. If you want to jump in now: link in the first comment.

Replace the placeholders in blue

Often one good live post is all it takes

The recording trick: Announce in the live post that there will be a recording. Anyone who missed the date signs up for the recording, and the post keeps working. The ready-made follow-up email with recording and certificate is Template 08 in Chapter 5.

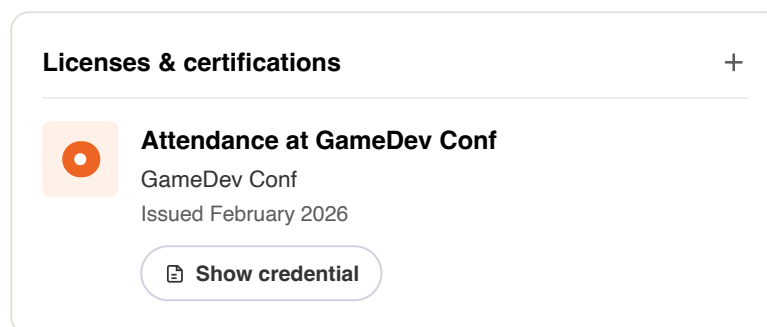
04 After the event: badges & *certificates*

Most organizers stop posting the moment the last guest leaves. Yet the window right after the event is the most rewarding of the whole cycle. Your name is fresh in people's minds, and your guests have just picked up stories of their own to tell.



The certificate of attendance in your event's look.

Add it to your LinkedIn profile



The schedule: from day 0 to day 14

Follow-up rarely fails for lack of ideas and almost always because nobody decided who posts what, and when. The plan below is a lean baseline of five posts in two weeks. It grows with your event: more people on stage means more thank-yous to speakers.

TIMELINE

The two weeks after the event

WHEN	POST	WHAT MATTERS
Day 0	Thank-you post with the day's strongest photo	Short and warm, no tallying up. The moment counts more than any number
Day 1-2	Send certificates out to all attendees	The link goes out by email while the memory is fresh
Day 2-4	Speaker thank-yous, individually or as a series	Tag each person by name, one concrete moment per person
Day 4-7	Recap post with the key takeaways	The three strongest insights carry the post, skeleton in Chapter 5
Day 7-14	Deliver the materials and point ahead	Slides, recording or photo album, plus the date of the next edition

Day 0 = event day. Thanks and speaker thank-yous come from personal profiles; recap and materials also go on the event page.

Speaker thank-yous that work beyond your channel

Thanking speakers is no courtesy exercise; it's the highest-reach part of your follow-up. Tag a speaker by name and mention one concrete moment from their talk, and chances are good they'll react or share the post. That puts your post in their network, exactly the audience that should get to know your next event. Two craft rules: thank individually or in small groups, and leave a day of air between thank-you posts.

What you can skip

- 1 The wrap-up prose.** "That was lovely" plus a photo collage says nothing. One moment tells more.
- 2 The big numbers parade.** Record figures read like advertising. Share what stuck, content-wise.
- 3 The long silence.** A recap three weeks later reaches an audience that has moved on.

The certificate: the post your attendees write for you

The underrated lever of the follow-up sits on your guests' channels. A certificate of attendance in the event's look gives every person a reason to post about being there or to add the credential to their profile, visible to their entire network. Its slot at day 1 to 2 in the schedule is no accident: right after the event, pick-up is highest, and every profile entry extends your visibility far beyond the two weeks.

The effort stays small because the work moves to where it's in good hands: you design the certificate once and share one link, by email to everyone or as a QR code on the closing slide. Each person opens it, types in their own name and downloads their copy, no account needed. You don't need an attendee list for it, and everyone spells their name the way it's actually spelled.

HOW IT WORKS

From design to profile entry

1**Design it once**

Pick a template, set logo and colors, done.

2**Share one link**

By email, in the chat, or as a QR on the last slide.

3**Everyone grabs theirs**

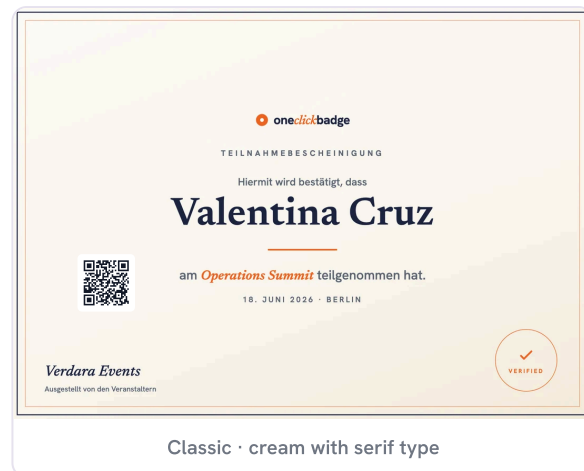
Type your name, download the certificate. No account.

After that, the profile entry takes one click: the "Add to profile" button hands title, issuer and credential URL to LinkedIn, pre-filled. This is not a degree LinkedIn awards. It's your confirmation that someone attended, technically a hosted Open Badge 2.0, verifiable at any time and revocable if needed.

For online formats, the meeting chat replaces the exit: the best moment to hand out certificates is the live end of the webinar, with the link on the closing slide and a clickable chat message. Both templates are in Chapter 5.

The certificate wears your look too

A credential that looks good gets shown around. The template gallery in the certificate editor ranges from the festive diploma to the technical grid look, and colors, logo and wording follow your event:



Three formats for the credential



A4 landscape is the standard: it reads like a diploma on screen and works well on slides and in posts. A4 portrait is the diploma for printing and framing. The square shares most easily in the feed; it uses the same canvas as the badge. All three come from the same template.

05

Templates you can *copy*

Eight building blocks for the moments when otherwise nothing goes out. Placeholders are set in capitals, in square brackets and in blue; everything else you can take word for word. The blocks are meant for your own emails and posts; what your speakers and guests post is better left in their own words.

NO.	TEMPLATE	WHEN	PAGE
01	Speaker confirmation email	Right with the confirmation	23
02	Reminder without the nag	Two to three weeks out	23
03	Countdown post	Three to five days out	24
04	Invitation line for your team	Four weeks out	24
05	Thank-you post	On event night	25
06	Skeleton for the recap post	Day 4 to 7	25
07	Message for the meeting chat	At the webinar's live end	26
08	Follow-up email after the webinar	The day after	26

First-name basis? The email blocks keep it casual, because that's the norm on LinkedIn. If you and your speakers are on more formal terms, adjust the salutation; the rest works unchanged.

TEMPLATE 01 · BUILDING BLOCK FOR THE SPEAKER CONFIRMATION EMAIL

Great to have you on board! Two more things:

We've prepared a speaker badge so you can announce your talk if you like: [\[BADGE LINK\]](#)

Add a photo, type your name, done. Takes about two minutes and needs no account.

If you post about it: feel free to say what you'll be speaking about. One sentence on your topic does more than any announcement from us.

Replace the placeholders in blue

Send: right with the confirmation

"If you like" takes the pressure off, and the nudge toward their own topic hands the speaker the first lines of their post.

TEMPLATE 02 · THE REMINDER WITHOUT THE NAG

Quick update: the program is now live, and the first speakers have shared their announcements.

If you'd still like to announce your talk, your badge link from the other day still works: [\[BADGE LINK\]](#)

Not long now, we're looking forward to seeing you!

Replace the placeholders in blue

Send: two to three weeks out, once

More than this one reminder is rarely needed. For the speakers who matter most to you, a personal message in the final week does more than any mass email.

TEMPLATE 03 · COUNTDOWN POST FOR THE FINAL WEEK

[NUMBER OF DAYS] to go until [EVENT NAME].

[WHAT YOU'RE LOOKING FORWARD TO MOST, ONE SENTENCE: A PROGRAM ITEM, A GUEST, A FIRST]

For everyone still deciding: there are [NUMBER OF SPOTS] left. Registration in the first comment.

Replace the placeholders in blue

Post: three to five days out

The clear number of remaining spots makes the urgency credible. If you'd rather not name one, cut the sentence entirely.

TEMPLATE 04 · INVITATION LINE FOR YOUR TEAM

Our "We'll be there" badge for [EVENT NAME] is ready: [BADGE LINK]

Open the link, upload a photo, type your name, post. Takes two minutes, and you don't need an account.

The more faces, the more visible we are on site. Hall and booth number are already on the image.

Replace the placeholders in blue

Send: by email or team chat, four weeks out

TEMPLATE 05 · THANK-YOU POST THAT EVENING (DAY 0)

That was [EVENT NAME].

[ONE CONCRETE MOMENT FROM THE DAY, ONE SENTENCE. THE INSTANT THAT SUMS IT ALL UP]

Thanks to everyone who was there, to our speakers and to the team behind the scenes.

If you were with us: your certificate of attendance arrives by email tomorrow. A recap will follow.

Replace the placeholders in blue

Post: on event night, with your best photo of the day

TEMPLATE 06 · SKELETON FOR THE RECAP POST

[ONE CONCRETE MOMENT AS THE OPENER, ONE SENTENCE. THE INSTANT THAT SUMS UP THE DAY]

Three things that stuck:

1. [AN INSIGHT FROM A TALK, WITH ATTRIBUTION]
2. [SOMETHING SURPRISING FROM THE CONVERSATIONS]
3. [A QUESTION THAT STAYED OPEN AND KEEPS WORKING]

Thanks to [TAG SPEAKERS] for [SPECIFIC CONTRIBUTION], and to everyone who was there.

[LOOKING AHEAD: NEXT EDITION, REGISTRATION, MATERIALS]

Replace the placeholders in blue

Post: day 4 to 7

The opening moment decides whether people read on. "At 9:12 the coffee ran out, by 9:15 sixty people were debating data models" says more about your event than any adjective.

TEMPLATE 07 · MESSAGE FOR THE MEETING CHAT

Thanks for joining! You can download your certificate of attendance here (type your name, grab the PDF, takes half a minute): [\[CERTIFICATE LINK\]](#)

Replace the placeholders in blue

Post: in the chat while the closing slide is up

The window between the last slide and closed tabs lasts about a minute, and that minute decides how many people grab their certificate.

TEMPLATE 08 · FOLLOW-UP EMAIL AFTER THE WEBINAR

SUBJECT Recording and certificate: [\[WEBINAR TITLE\]](#)

Hi [\[FIRST NAME\]](#),

thanks for joining [\[WEBINAR TITLE\]](#)! Here's everything for the follow-up:

The recording: [\[LINK\]](#)

Your certificate of attendance, type your name and download the PDF: [\[CERTIFICATE LINK\]](#)

And if you like: the next session is on [\[DATE\]](#), and you can register here: [\[REGISTRATION LINK\]](#)

See you next time!

[\[TEAM NAME\]](#)

Replace the placeholders in blue

Send: the day after the webinar

The email catches everyone who only listened during the call, and it carries the next date with it. Send it to the attendance list from your webinar tool.

The whole playbook *as a checklist*

Every step from chapters 2 to 4 on one page, in the order it comes up. The timings are rough guides from the timelines; shift them onto your weeks. T = event day.

BEFORE THE EVENT

- ☐ **Event listing** created on LinkedIn as soon as the date is set
- ☐ **Content calendar** in place, one person keeps track of the dates
- ☐ **Registration:** go-live date is scheduled
- ☐ **Save the date** posted (T - 42)
- ☐ **Speaker badge** built, the link goes out with every confirmation email
- ☐ **Team badge** with hall and booth number sent to the booth team (T - 28)
- ☐ **Visuals** checked for readability on a phone
- ☐ **Speaker intros** planned, one face and one topic each (T - 28 and T - 14)
- ☐ **Program highlight** with concrete value posted (T - 21)
- ☐ **Reminder** to everyone who hasn't posted yet (T - 21 to T - 14)
- ☐ **Behind the scenes** posted, venue and anticipation (T - 7)
- ☐ **Countdown** with the number of spots left (T - 3)
- ☐ **Logistics post** with directions, times and hashtag (T - 1)
- ☐ **All links** tested before sending
- ☐ **Photos and recordings:** rules agreed with the team

DURING THE EVENT

- ☐ **One person** wears the posting hat
- ☐ **QR poster** hangs in the back office or break room
- ☐ **Live moments:** the room, a quote, the look behind the scenes
- ☐ **For webinars:** a quote post from the team, certificate link in the chat at the end

AFTER THE EVENT

- ☐ **Thank-you post** with the strongest photo, still on event night (day 0)
- ☐ **Certificate link** sent to all attendees (day 1 to 2)
- ☐ **Speaker thank-yous** individually, with a concrete moment (day 2 to 4)
- ☐ **Recap** with three insights posted (day 4 to 7)
- ☐ **Materials** delivered, next edition's date announced (day 7 to 14)
- ☐ **Event copied,** badges and certificate for the next edition are ready

The *sample calculation*

How much the network lever adds can honestly only be shown as a model calculation, because every event is different. So the following sample calculation works with deliberately cautious assumptions that you can swap for your own numbers at any time.

Take a mid-sized industry conference: ten speakers and fifteen people from your exhibitors' booth teams post a badge. We leave guests out entirely, even though they often make up the majority. Let's count 600 contacts per person and assume that only one contact in twenty actually sees the post.

MODEL CALCULATION

25 posts about the same event

People who post a badge (Assumption: 10 speakers and 15 booth team members, no guests)	25
Contacts per person (Assumption for professionals in a B2B setting)	Ø 600
Contacts who see the post (Assumption: 5 percent visibility per personal post)	1 in 20

People reached ($25 \times 600 \times 5\%$)

≈ 750

A model calculation, not a measurement: every value is an assumption, replace them with your own. The second-degree effect through reactions isn't even counted yet.

For comparison: an event page with 1,500 followers, assuming its post reaches one follower in thirty, ends up with about 50 readers. That's not because your people write better copy than you. 25 senders with 600 contacts each cover 15,000 contacts between them; your channel alone doesn't get there. And this reach is often worth a great deal, because your speakers' and guests' contacts are new people.

Common *questions*

01 Do speakers, guests and attendees need an account?

No. Everyone who shares a badge or picks up a certificate works through a link alone: add photo or name, download, post. Only you as the organizer need an account, to manage your events.

02 Where do our guests' photos end up?

On the person's device. The badge is created in the browser: photo selection, cutout and rendering run locally, the finished image is downloaded directly, and the photo never leaves the device. The face only becomes public when the person posts it themselves. For the certificate, the name someone enters is stored so the credential page stays reachable.

03 What's the difference between badge and certificate?

The badge is an image before the event: your people share it, and the reach builds in their networks. The certificate comes after the event: a confirmation from you that someone attended, as a permanent entry in the "Licenses & certifications" profile section.

04 Is the certificate verified or endorsed by LinkedIn?

No. LinkedIn verifies and awards nothing here; it only provides the feature and the profile section. The certificate is your confirmation as the organizer. Behind the credential link sits a hosted Open Badge 2.0: the address can be checked at any time, and if you revoke a certificate, it reports the revocation.

05 How many of the people we invite actually post?

That depends heavily on occasion and effort, so nobody can honestly quote you a rate. The direction is certain: the smaller the hurdle, the more people join in. A badge via link brings it down to minutes; the personal ask with the confirmation brings it down further.

06 What if our posts barely get reactions?

Keep posting and think smaller: reach grows over weeks. Check the basics: are the posts coming from people, not just from the page? Is there a face in the image? Does each post have exactly one topic? And many readers never react publicly; they read along anyway.

07 When is the best time to send the certificate link?

On day 1 to 2 after the event, while the date is still fresh. For webinars, right at the live end, in the meeting chat and on the closing slide. The follow-up email the next day reaches everyone who missed the chat.

Badges that carry your event *further.*

Pick a design, share a link, done: with OneClickBadge you create badges and certificates of attendance for your event in minutes. Your guests grab both themselves via a link, no account and no attendee list. Every shared badge is a post about your event that you didn't have to write.



Start for free and try it out at your own pace

Scan the QR code or open oneclickbadge.com.

Questions? support@oneclickbadge.com

Your next event deserves more *reach.*

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