



AVEVA WORLD

ACCELERATE INDUSTRIAL INTELLIGENCE

Rock Your Profile



Nevena Dziknic
Global Client Executive



Baptiste Beauvisage
Client Solutions
Manager



May 19th, 2026



A photograph of two women standing on a modern staircase. The woman on the right is holding a tablet and looking at the woman on the left. The background is a wall with a perforated metal pattern. The text 'Our Vision' is overlaid on the image.

Our Vision

Create economic opportunity
for every member of the
global workforce

Our Mission

**Connect the world's
professionals
to make them more
productive
and successful**



Primary Agenda

LinkedIn Ecosystem & Market Insights

Let's Rock your LinkedIn Profile

- Be visible
- Be connected
- Be influential

Practical Tips, Best Practices & AI features

LinkedIn Ecosystem & Market Insights

mia mercado



News

Images



About 389,000 results (0.40 seconds)

Mia Mercado - Professional Prof

<https://www.linkedin.com/in/miamercado>

Aug 13, 2019 - My strong interest in driving

action has always reflected in my work

organizations helping the underprivile

ers Board of

Activity :

Type your name on Google or Bing

80%

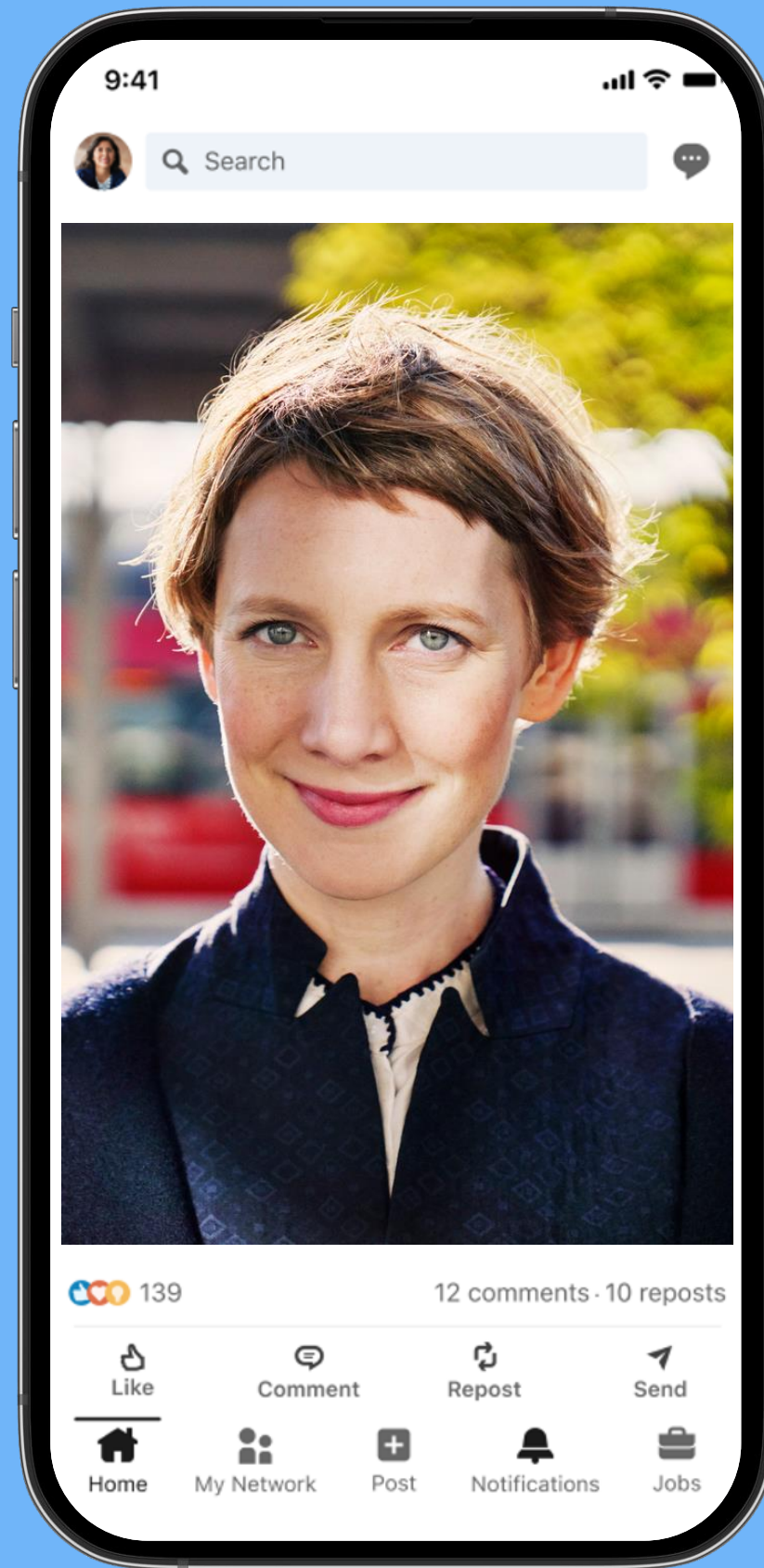
- Massive domain authority (Trusted platform)
- Name – Profile Match > Strong SEO signal
- High click through rate (CTR)
- Fresh, frequently updated content

The world's largest
professional social network
with over 1.3 billion
members globally

17K

1.8M

90



80%

36

+30%

4 years

+20%

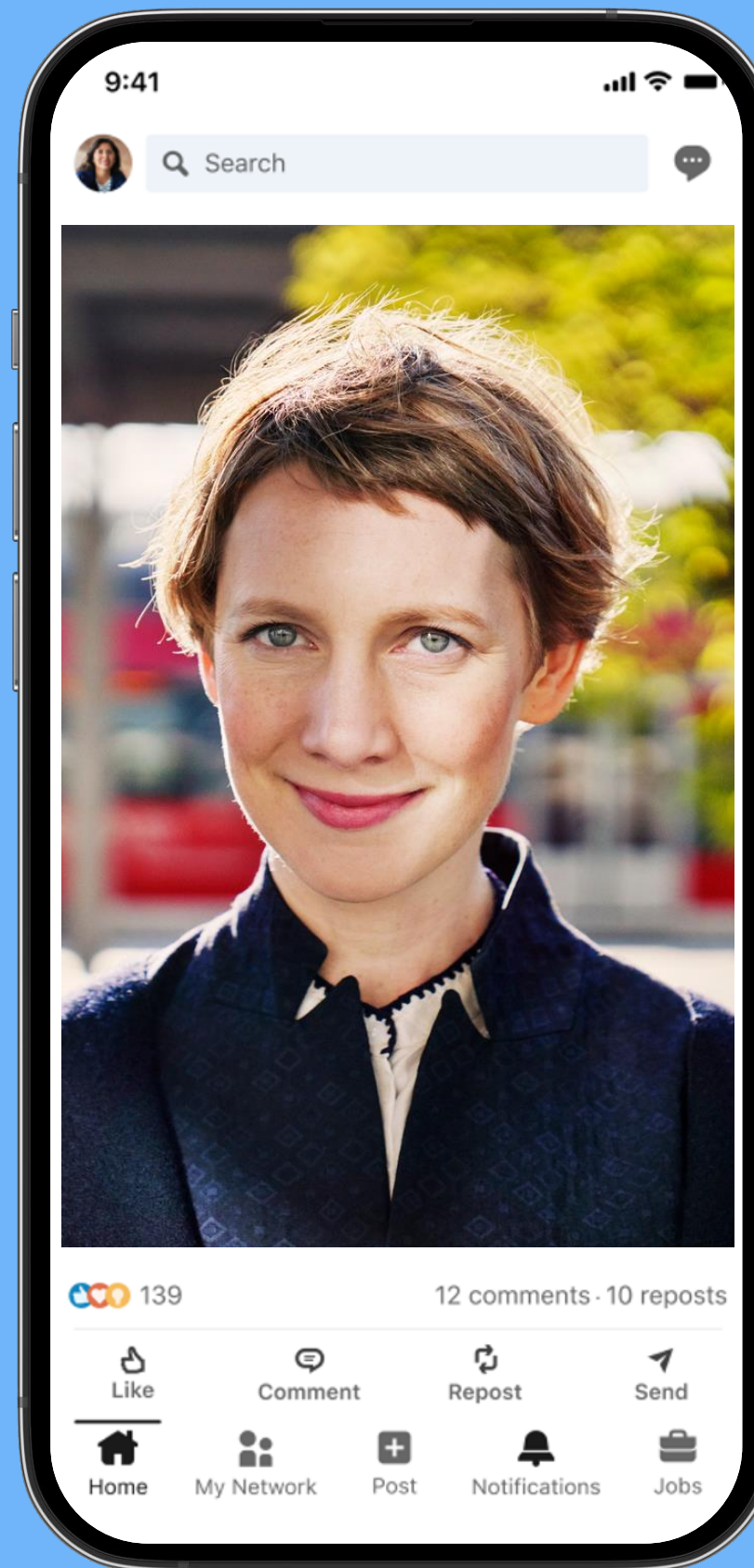
17K

connections are made per
minute

1.8M

feed updates are viewed per
minute

Every minute, **90** people add a
new role to their LinkedIn
profile



80% of members are
outside the US

36 languages

Comments on LinkedIn rose **30%**
in the past year

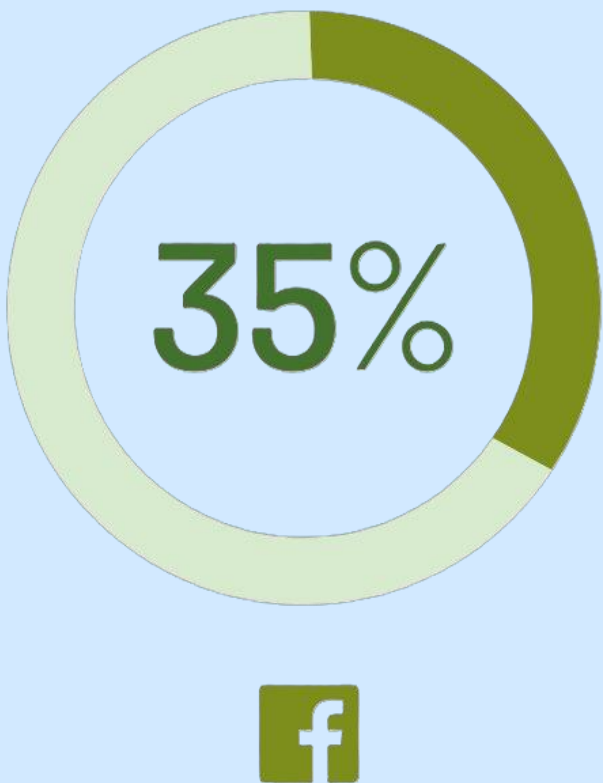
4 years of consecutive double digit
member growth

**Video uploads increased over
20%**

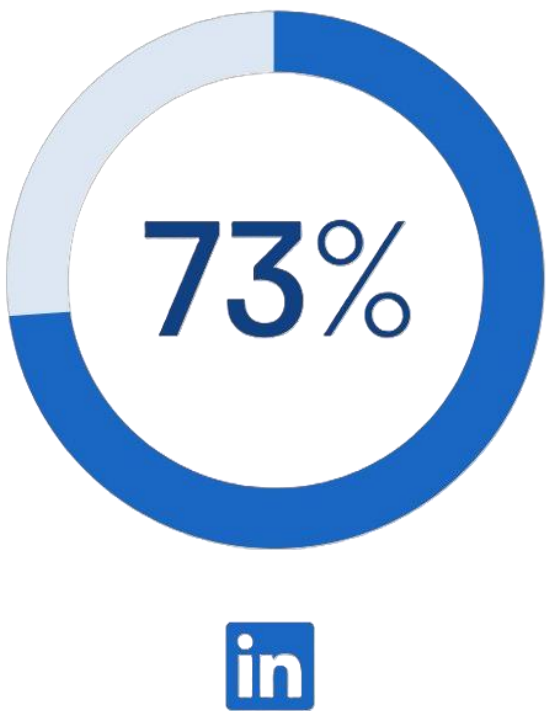
LinkedIn's Members log in with a PROFESSIONAL MINDSET

“When I visit...it’s usually to accomplish a specific thing rather than fill time.”

Personal Networks “Spend / Kill time”



Professional Network “Invest time”



AI

A

Relevance

Expertise

Trust

#1

most-cited domain for
professional queries
across all leading AI
Platforms.



Source: Profound 2026

The 3 steps to become a digital leader



Be Visible

Your profile is your calling card - your professional reputation online.
It's your digital handshake



Be Connected

Build and nurture relationships at scale



Be Influential

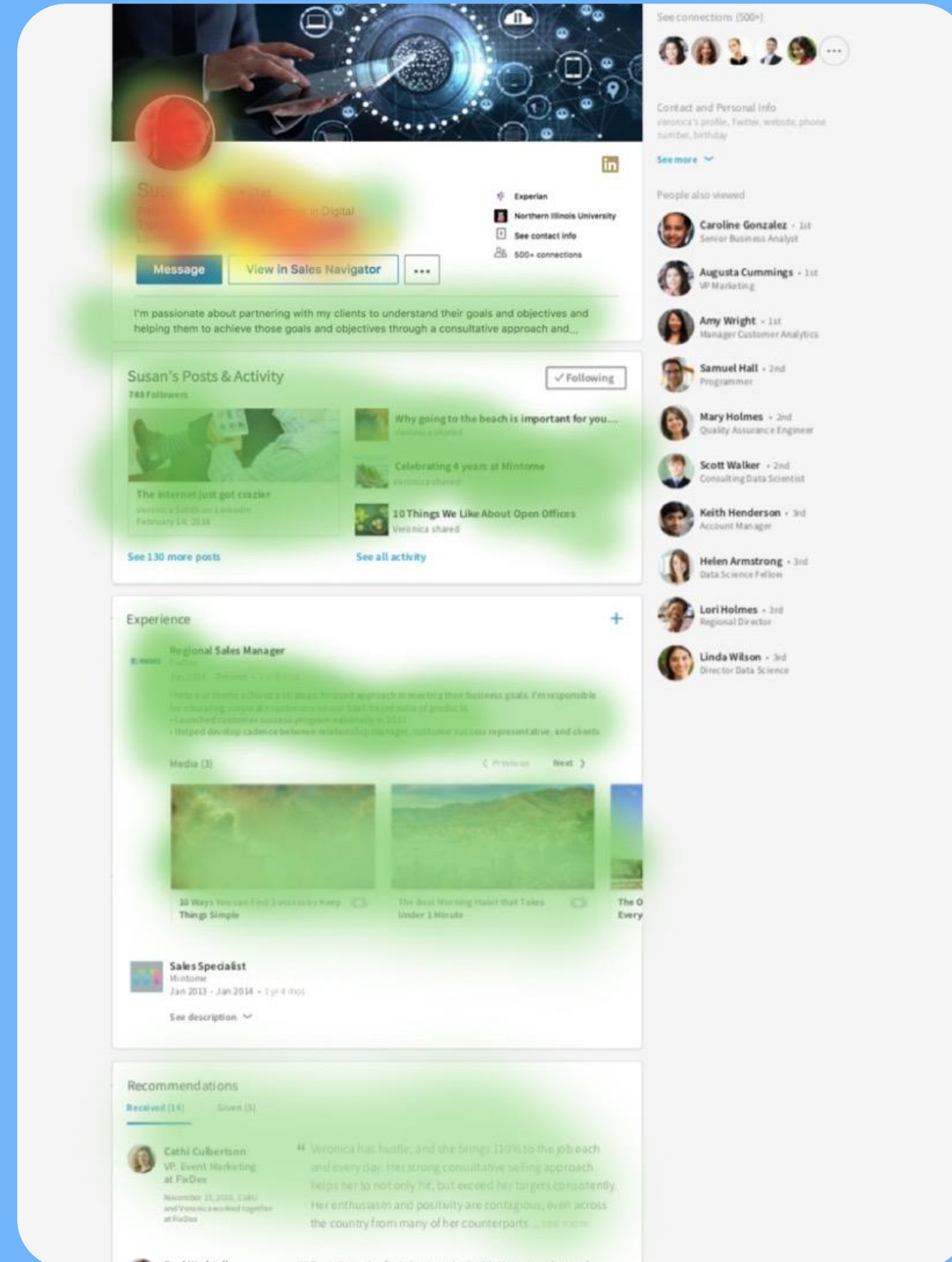
Pursue your credibility as a thought leader

Be Visible

Build your LinkedIn Profile

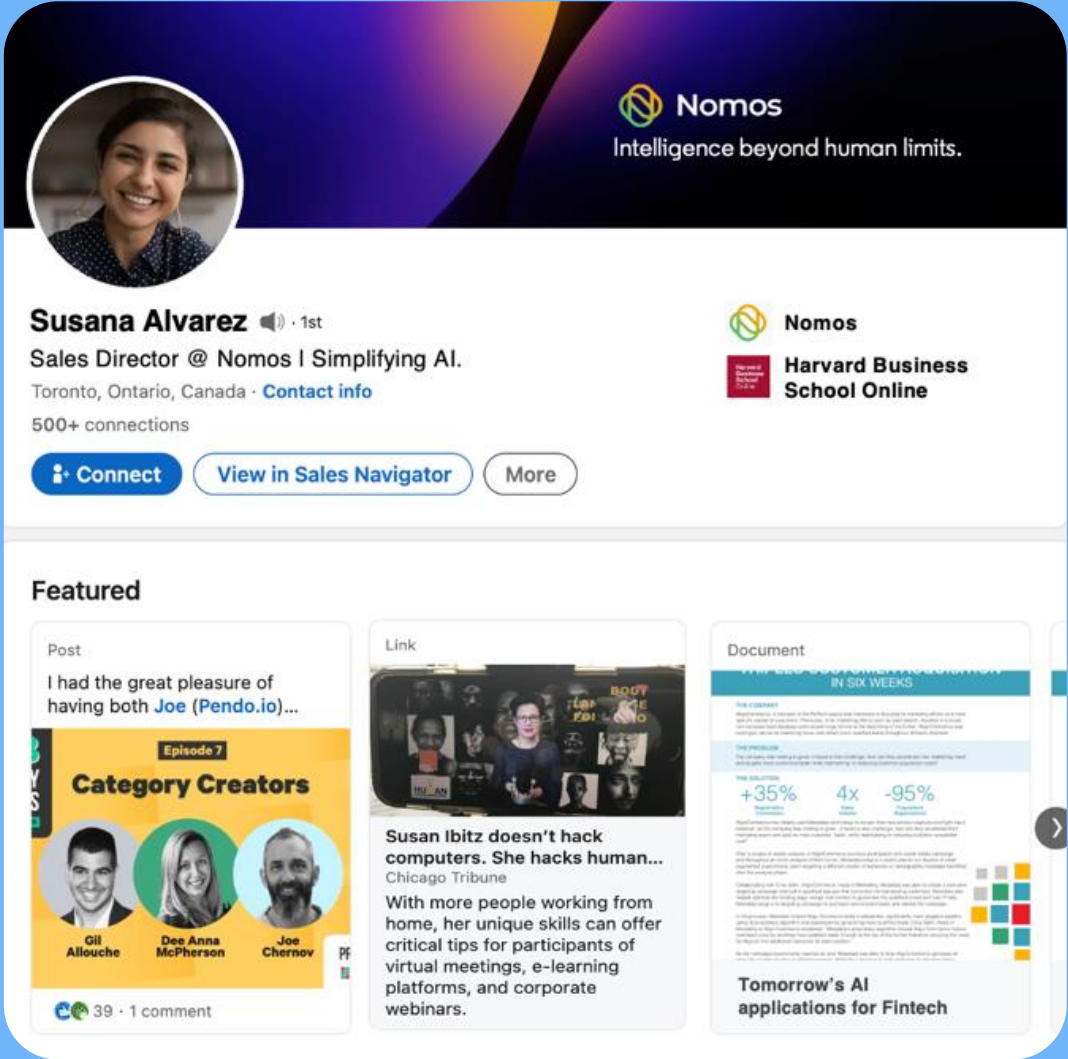
When someone lands on your profile, you have a few seconds to capture their attention

What's the average attention span?

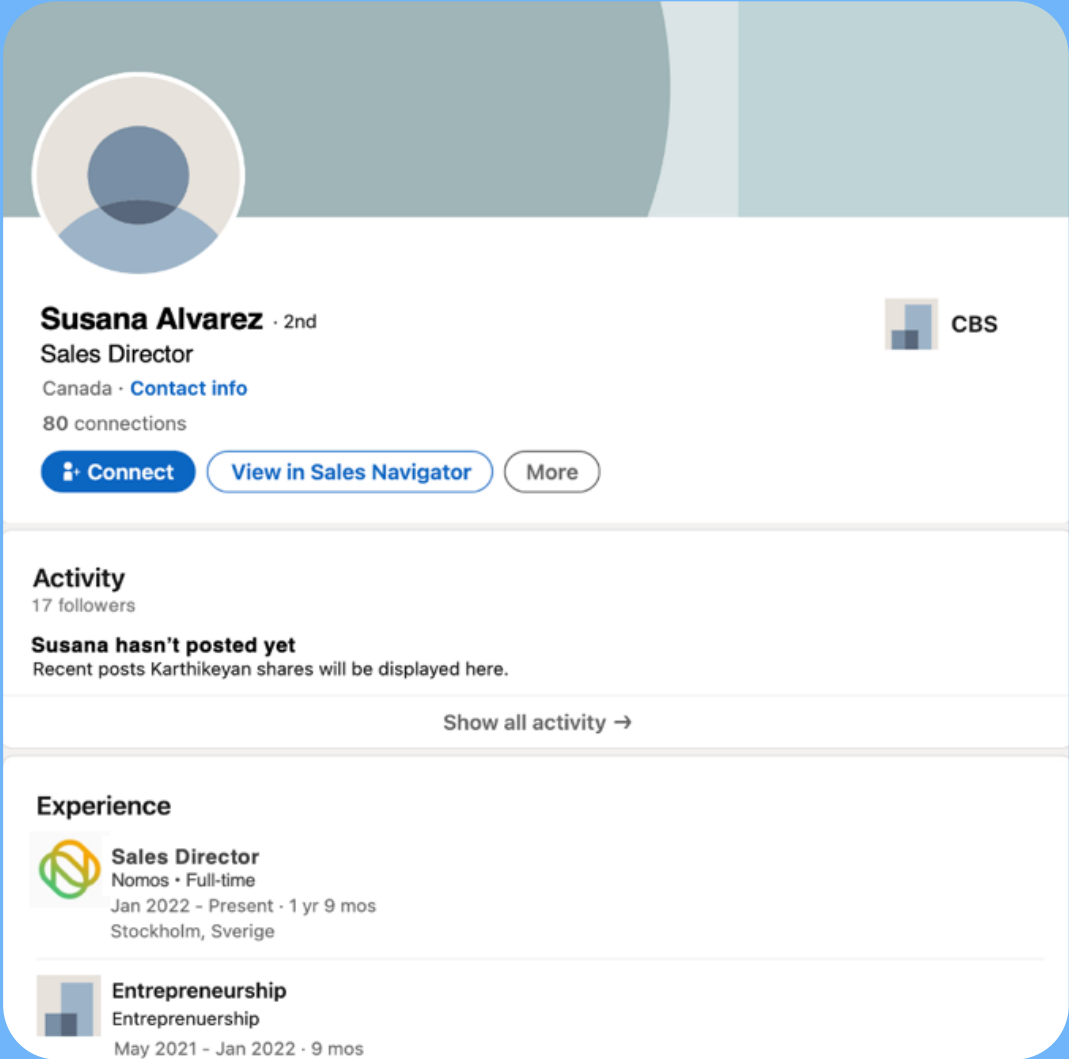


Build your LinkedIn Profile

We are quick to
make associations!



Professional
Trustworthy
Knows what they are doing

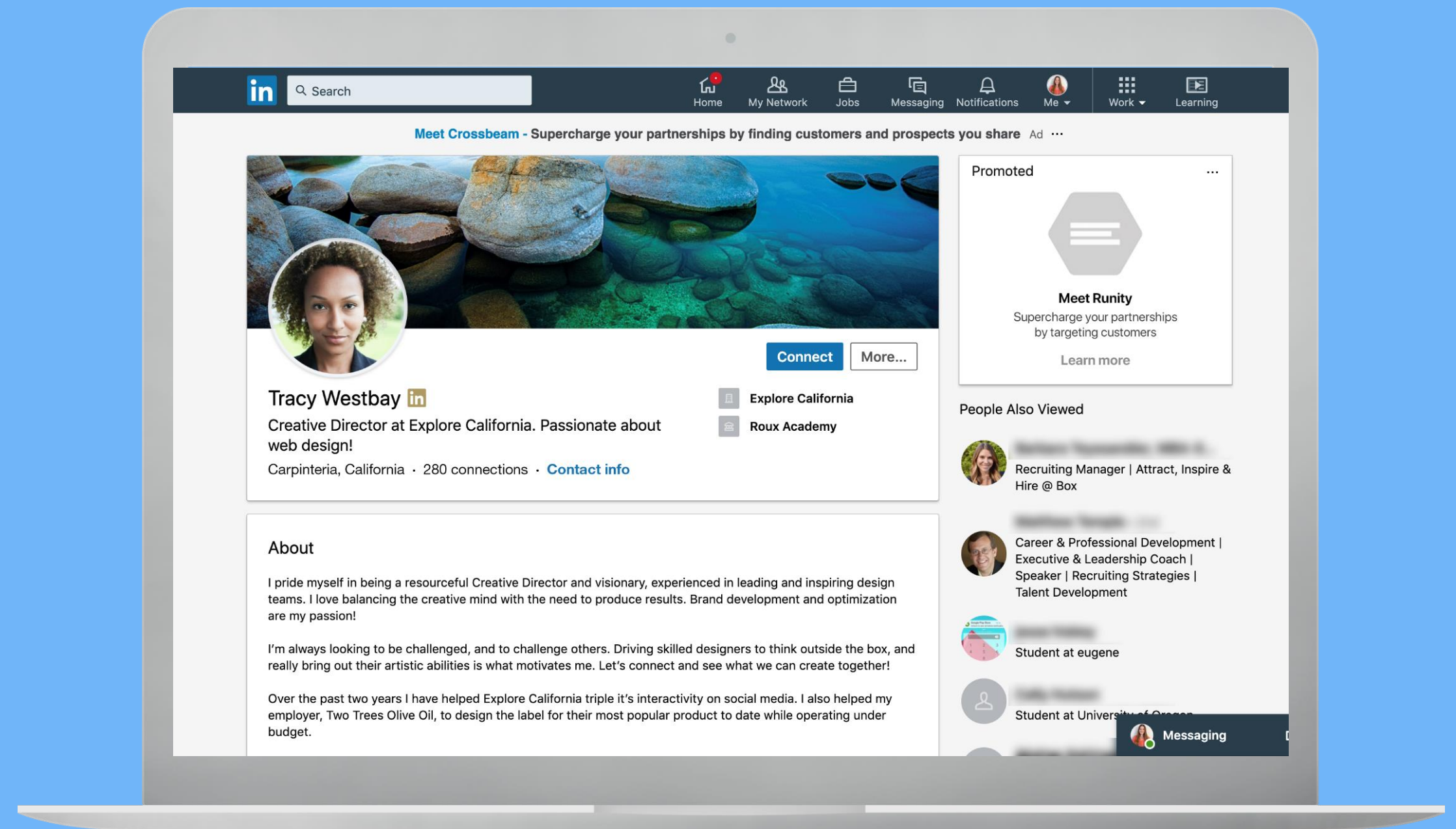


Suspicious
Inexperienced

Profile vs. resume

There are big differences between your LinkedIn profile and your resume. For example, your LinkedIn profile:

- Speaks to all potential employers, not just a single one
- Allows other professionals and employers to interact, learn, and contact you
- Contains recommendations and endorsements



Build your LinkedIn Profile

Take a great photo

Helpful tips (if you choose to add a photo):

- Simple background
- Natural lighting
- Friendly expression
- Frame your face clearly

Members with profile photos receive up to 21x more views and 9x more connection requests

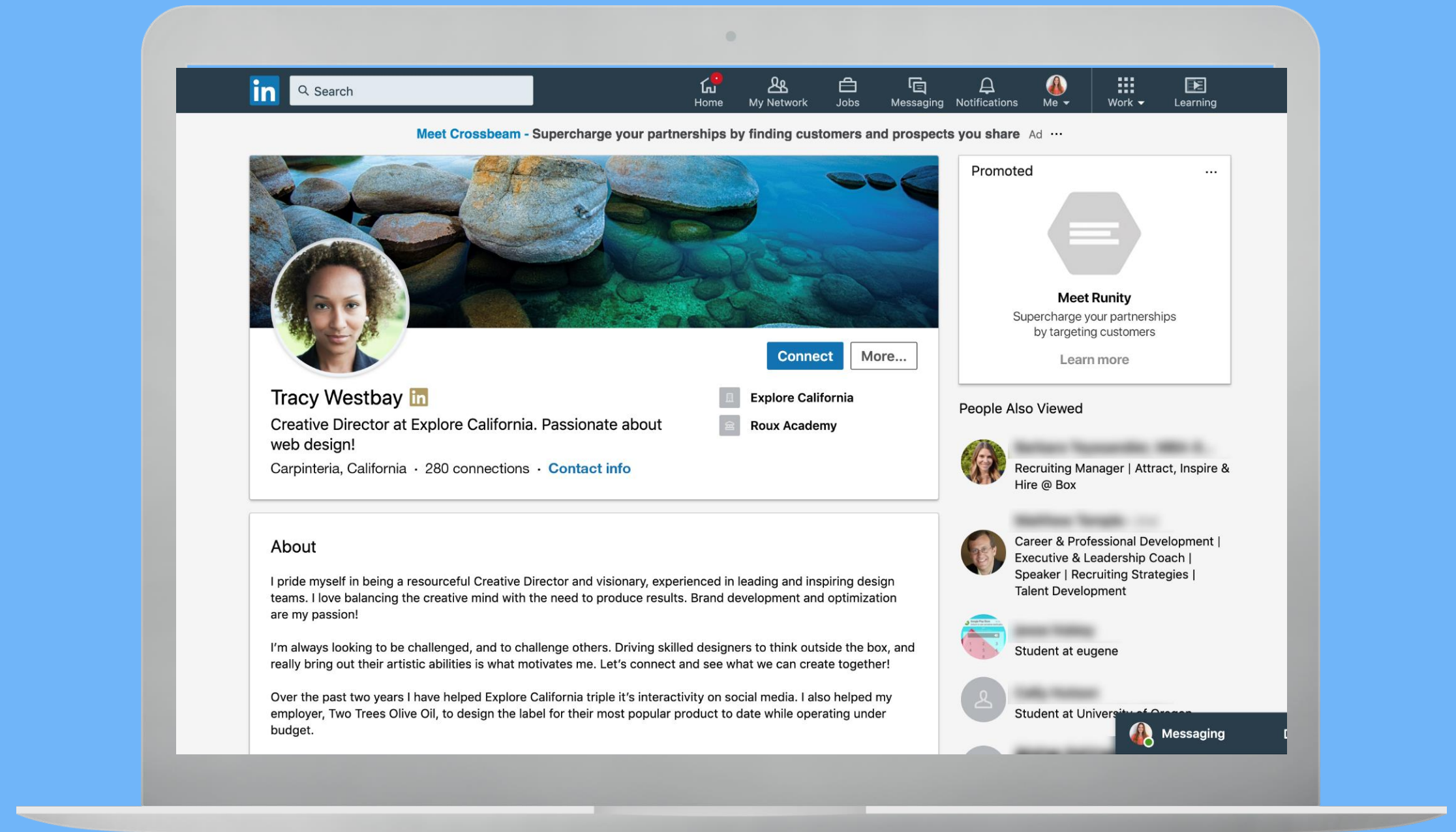


Build your LinkedIn Profile

Edit your profile:

- Education* & certifications – *you don't need a degree to complete this section*
- Skills
- Program or organization

You can choose whether you want to display your education in your intro.



Build your LinkedIn Profile

Edit your profile: Headline

- [illegible]



Antoine Martel    · 1st

Helping companies to finance capital projects without the headache |
Financial Advisor at Antelith

Chicago, Illinois, United States • [Contact info](#)

500+ connections

 10 mutual connections

 **Antelith**

 **Northcentral University**

[Message](#)

[View in Sales Navigator](#)

[Visit my website](#)

[More](#)

Edit your profile: Summary

Your summary is the best place for you to communicate your professional brand and put your own spin on your experience. Here's an easy formula we recommend: with you.

- Use first person
- Consider this your Elevator Pitch
- Avoid stiff business jargon - Keep it conversational & engaging
- Include:
 - Your professional interest/journey/passion at a high level
 - Personal interest (optional but recommended, humans buy from humans)

Make sure to include a summary of at least 40 words to show up in the search results of other members.

The screenshot shows the 'Edit about' dialog box on a laptop screen. The dialog has a title bar with 'Edit about' and a close button. Below the title bar, there is a placeholder text: 'You can write about your years of experience, industry, or skills. People also talk about their achievements or previous job experiences.' The main text area contains a sample summary written in first person, discussing AI strategy and personal interests like kitesurfing. A character count '847/2,600' is visible at the bottom right of the text area. Below the text area, there is a 'Skills' section with a prompt to 'Show your top skills — add up to 5 skills you want to be known for. They'll also appear in your Skills section.' and a '+ Add skill' button. At the bottom of the dialog, there is a section titled 'Suggested based on your profile' with a close button.

Edit about

You can write about your years of experience, industry, or skills. People also talk about their achievements or previous job experiences.

Everyone loves to talk about AI, but how many teams are leveraging its full capabilities in a meaningful way? I partner with leading technology organisations to create a practical AI strategy & roadmap that touches every function, team, and priority. As an ex-Olympic coach, my passion is bringing out performance & abilities people didn't know they had, and through my role and the power of technology, I get to do that every day.

When not spending time with customers, you'll likely find me kitesurfing, walking our two dogs, or exploring nature somewhere with our daughter and son. I'm passionate about progress & conserving our environment, and always looking for ways to make a positive impact on the world.

I look forward to connecting if you think I can help your company make sense of the data revolution we're in - reach me over InMail!

847/2,600

Skills

Show your top skills — add up to 5 skills you want to be known for. They'll also appear in your Skills section.

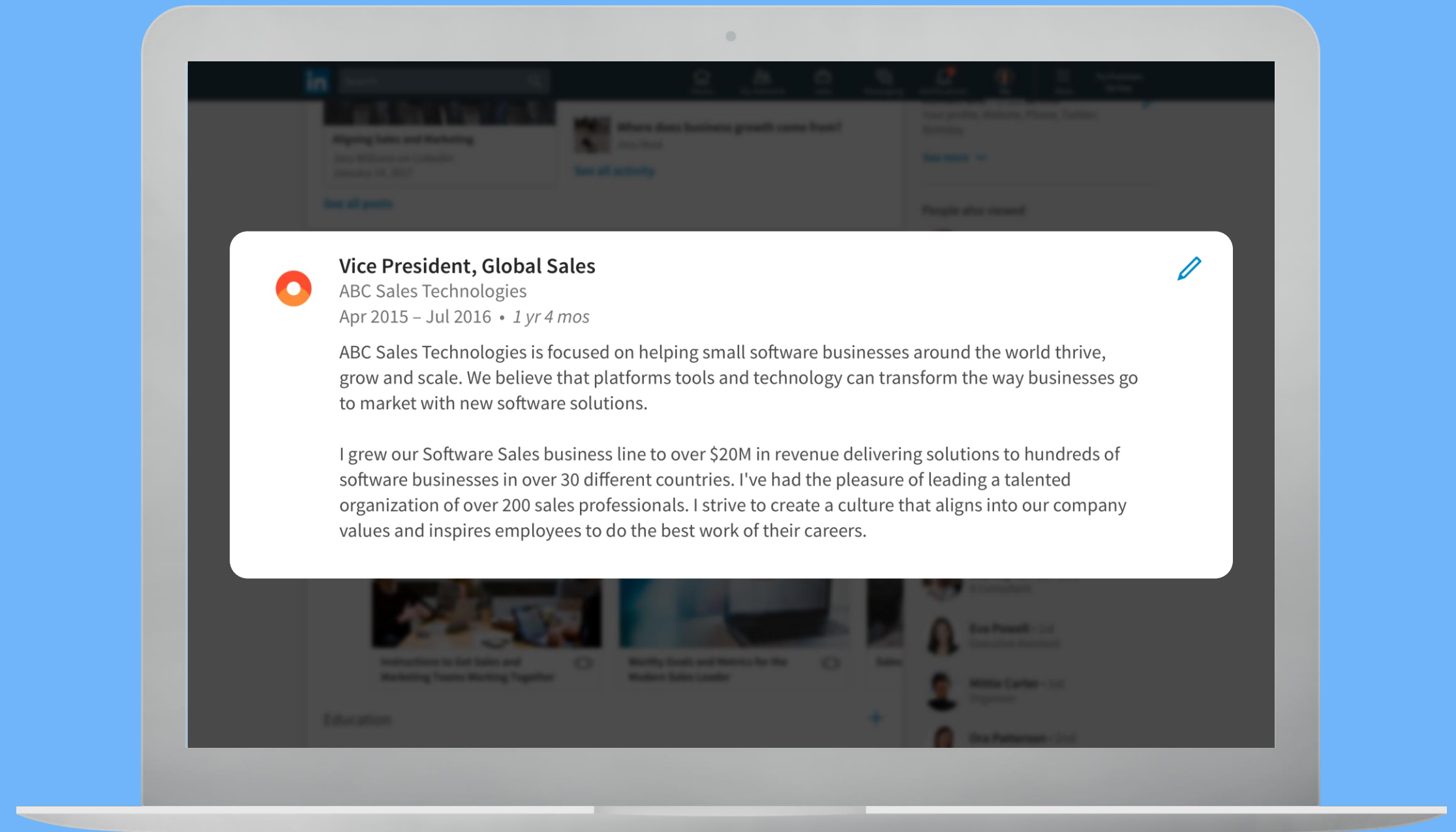
+ Add skill

Suggested based on your profile

Build your LinkedIn Profile

Edit your profile: Experience Section

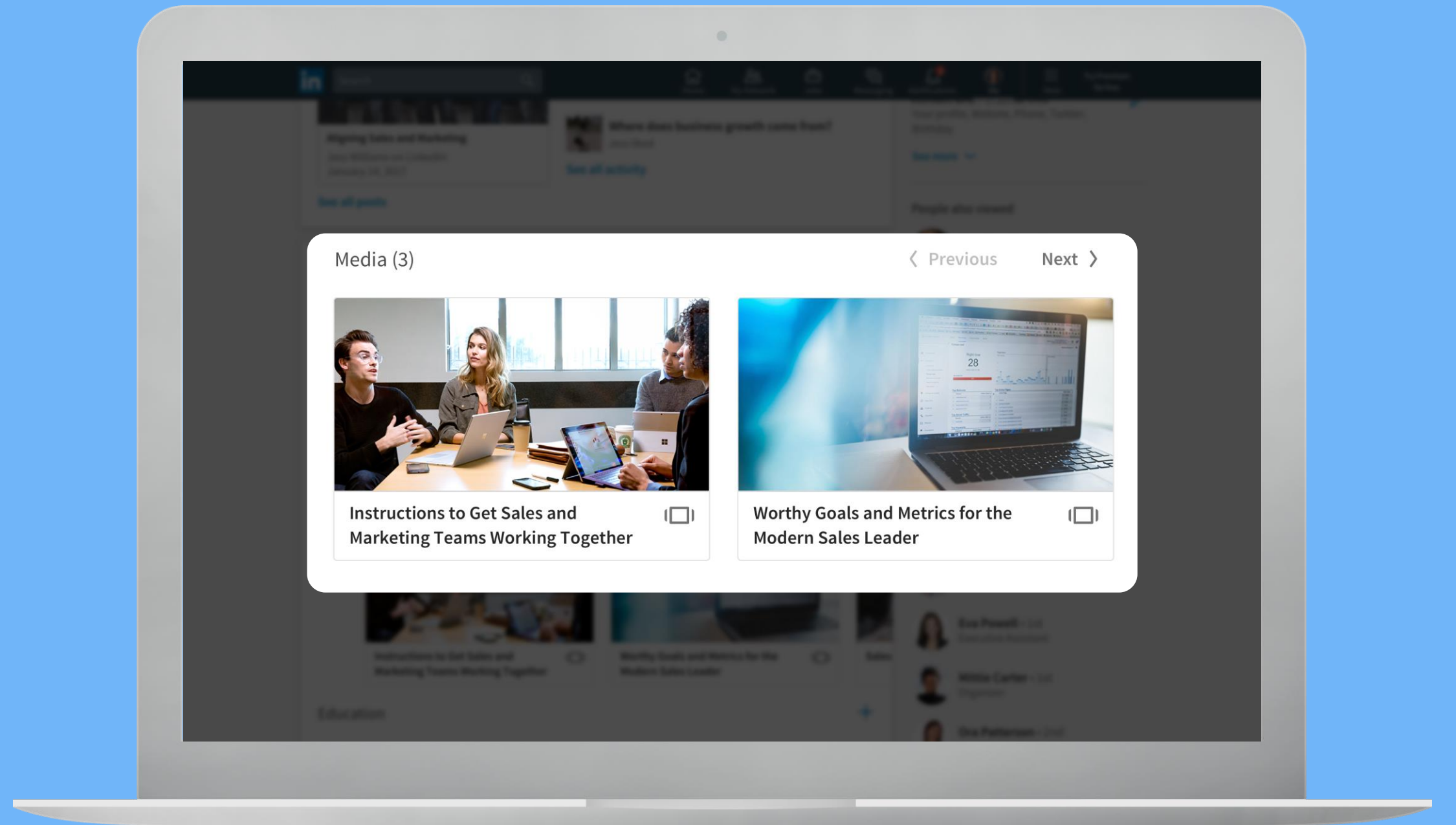
- Write in short paragraph form using first-person tone.
- Show impact, not tasks: focus on the results delivered, value created, and change driven.
- Use strong action verbs like led, built, developed, launched, drove, spearheaded.
- If your company isn't widely known, add a short intro for context.
- Avoid a resume-style list or self-promotion — let your achievements tell the story.



Build your LinkedIn Profile

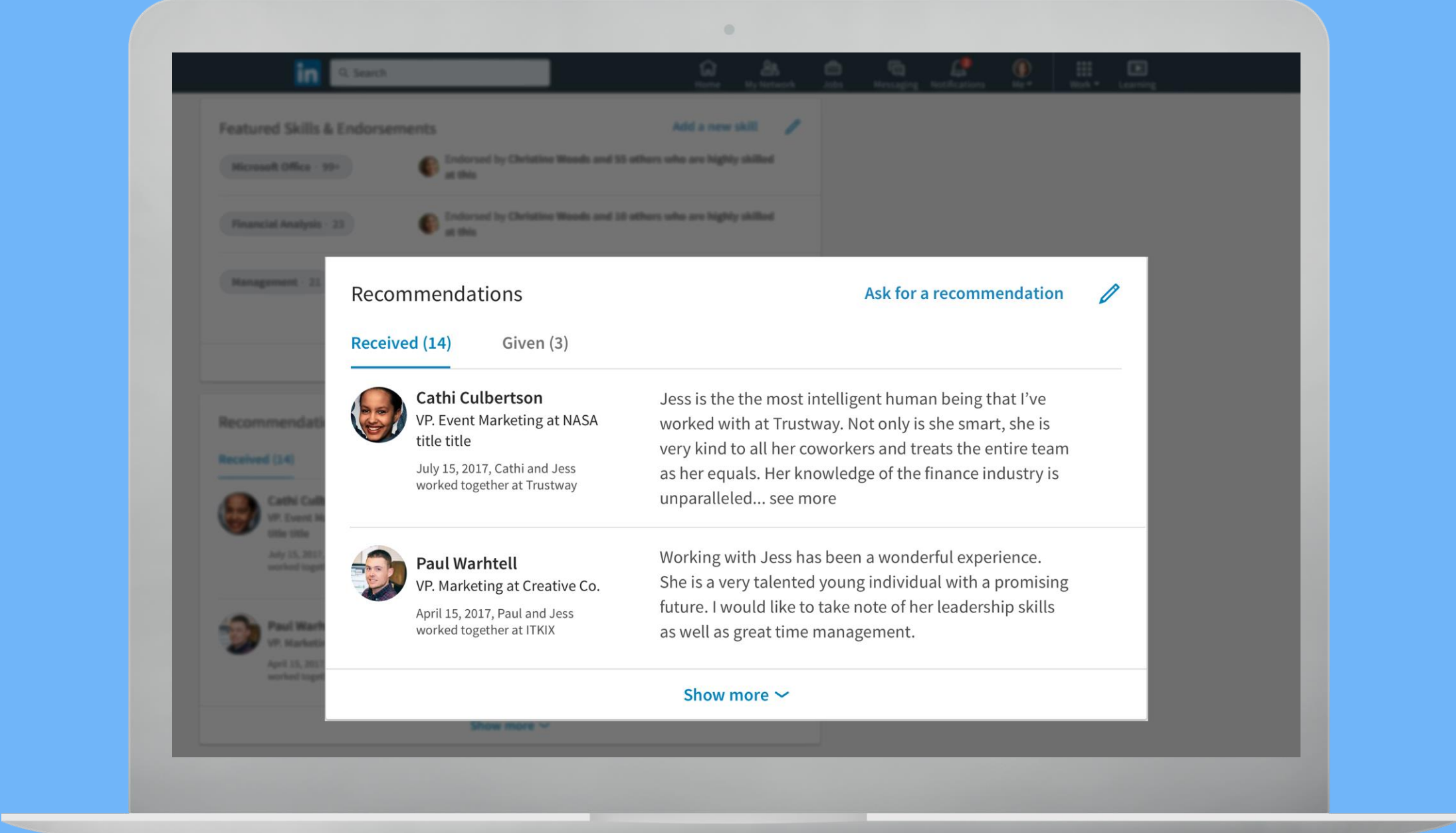
Edit your profile: Add Examples of your Work

- Upload photos, presentations, and videos
- Give a dynamic, visually appealing representation of your professional story



Edit your profile: Request Recommendations

- [illegible]



Build your LinkedIn Profile

Edit your profile: Request Recommendations

Members who add 5 or more
skills receive up to 17x more
Profile views

1. **Skills:** You can add up to 50 skills, strengths & competencies
2. **Endorsements:** When one of your first-degree connections validates an identified skill, it strengthens your profile by increasing search activity

Professional Services

16 endorsements

Consulting

15 endorsements

Customer Relationship Management (CRM)

15 endorsements

Sales Management

30 endorsements

Channel Partners

12 endorsements

Sales

11 endorsements

Business Development

37 endorsements

Solution Selling

35 endorsements

Management

32 endorsements

Direct Sales

31 endorsements

Salesforce.com

14 endorsements

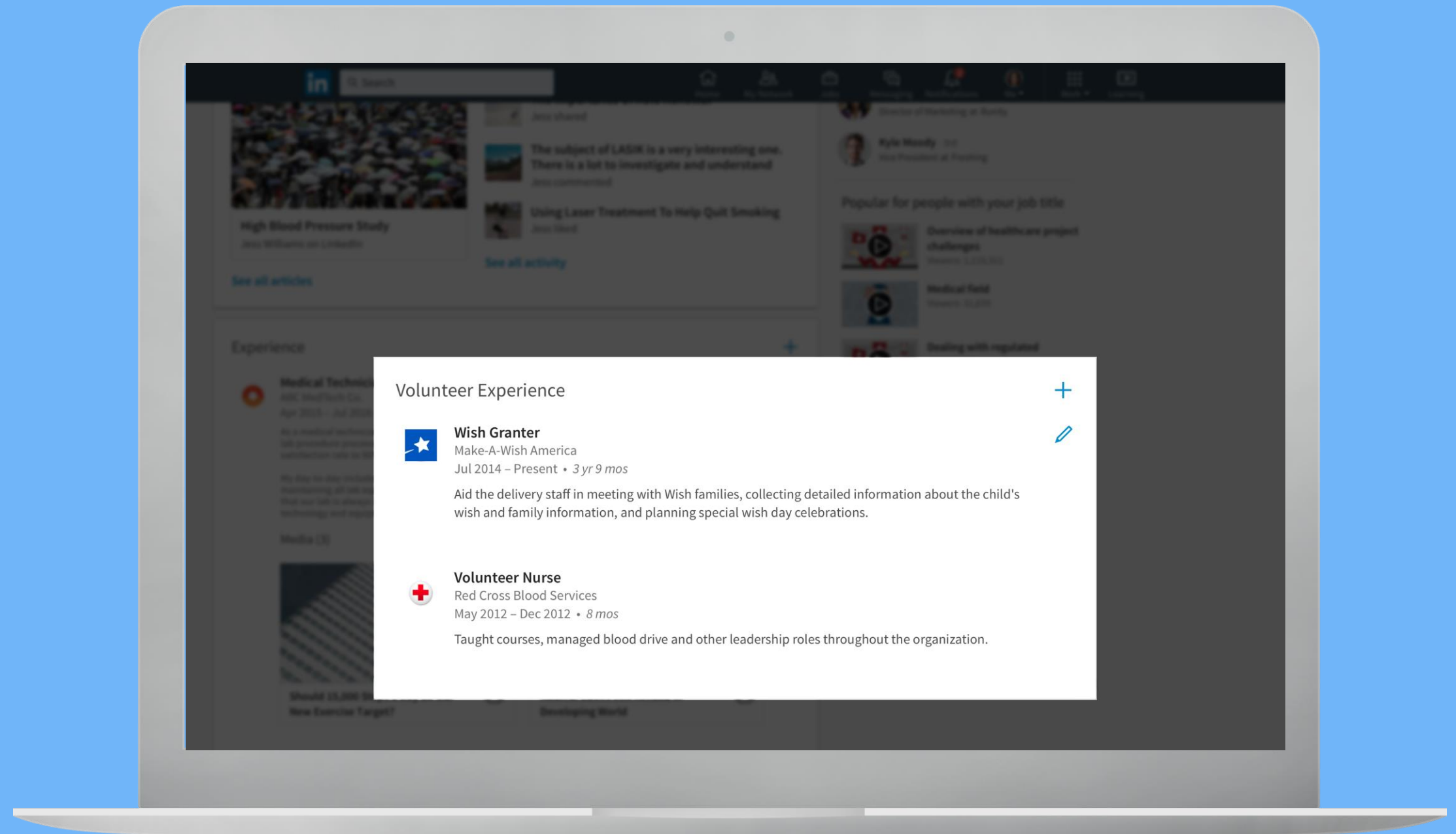
SaaS

28 endorsements

Build your LinkedIn Profile

Edit your profile: Volunteer Experience

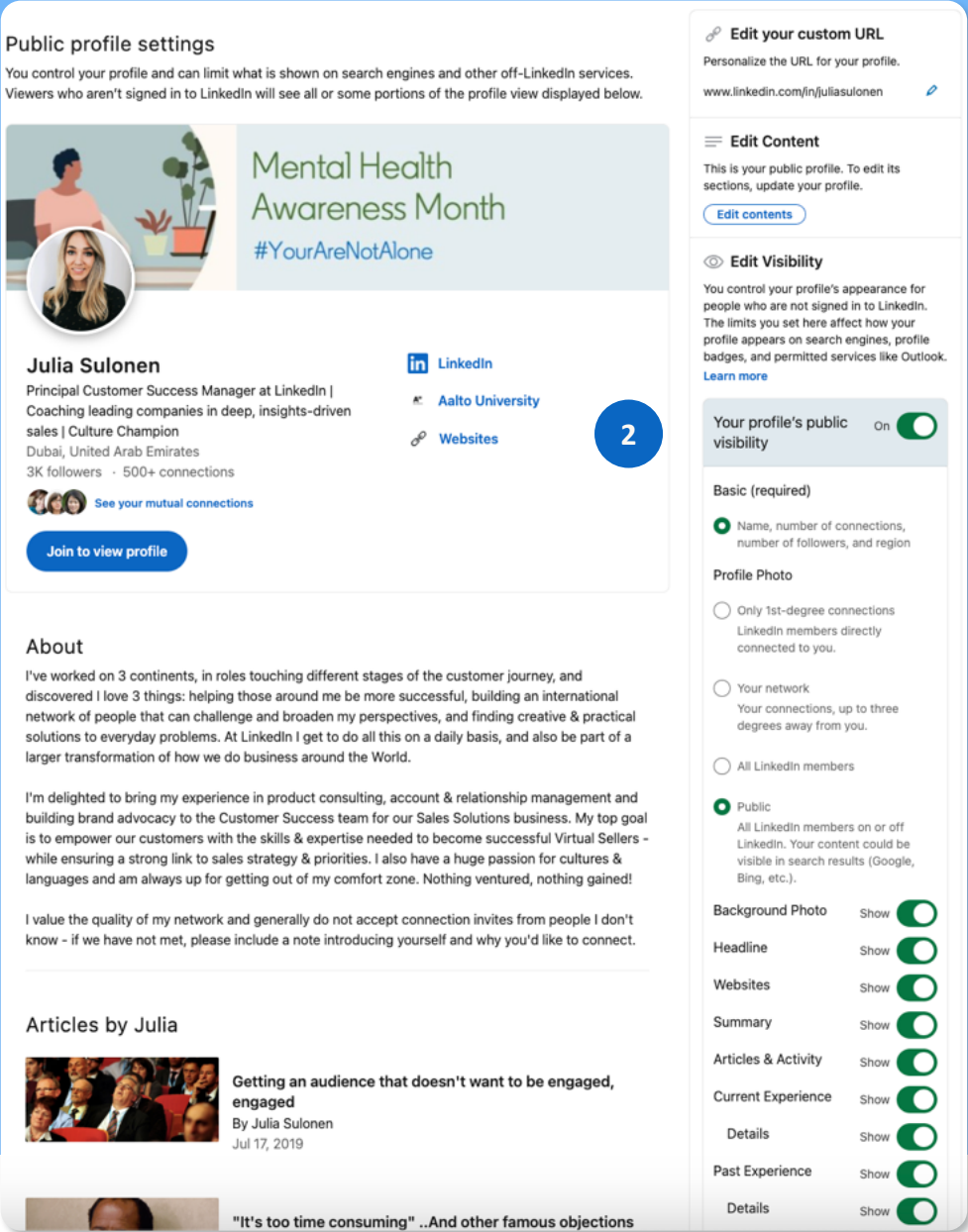
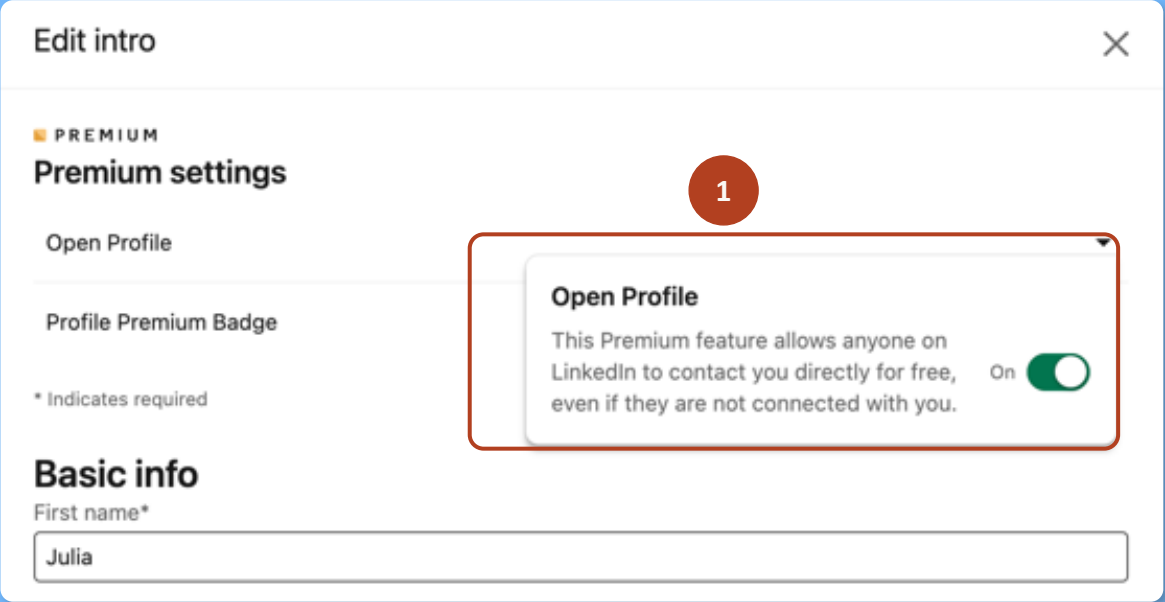
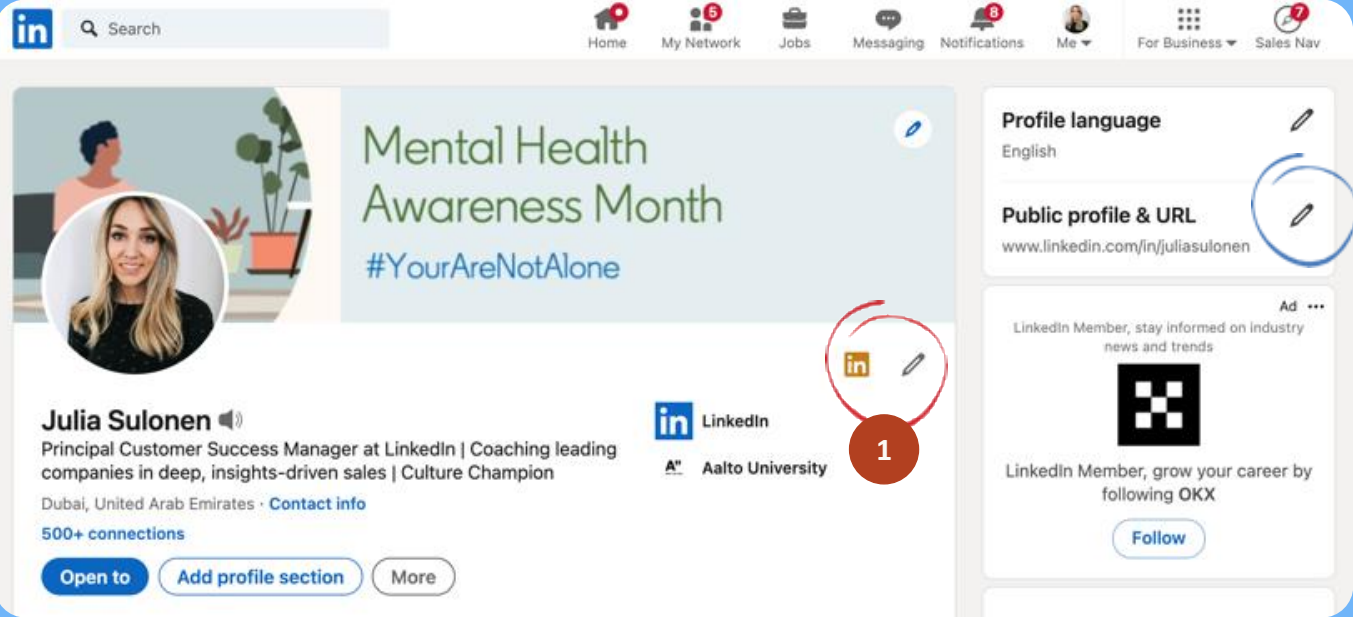
- Members who add volunteer experience and causes get up to 6x more Profile views than those without
- Adding volunteer experience is a great way to round out your professional identity and tell your unique story



Build your LinkedIn Profile

Make your Profile Open and Public!

An Open Profile allows anyone on LinkedIn to message you directly.
You will research contact members not connected to you. Having a Public Profile is essential, so they can see your full information and start building trust.



Did you know?

66M

Job seekers visit
LinkedIn jobs every
week

50%+ of hires result from a
personal connection

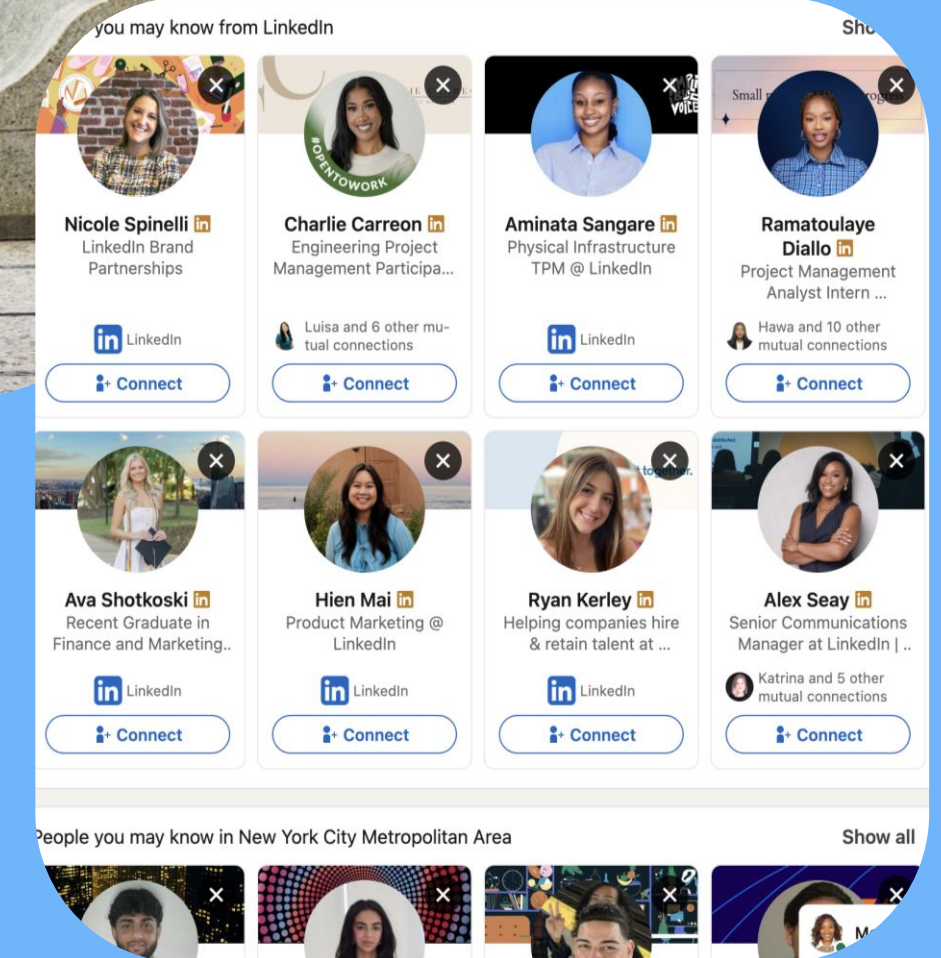
Be Connected

Build your professional network

Build your professional network

- Build your professional network
- Discover existing connections, Connect with alumni, friends, and make new connections
- Search for new connections
- Expand your network strategical

Our “People you may know” feature improves over time as you build your network.



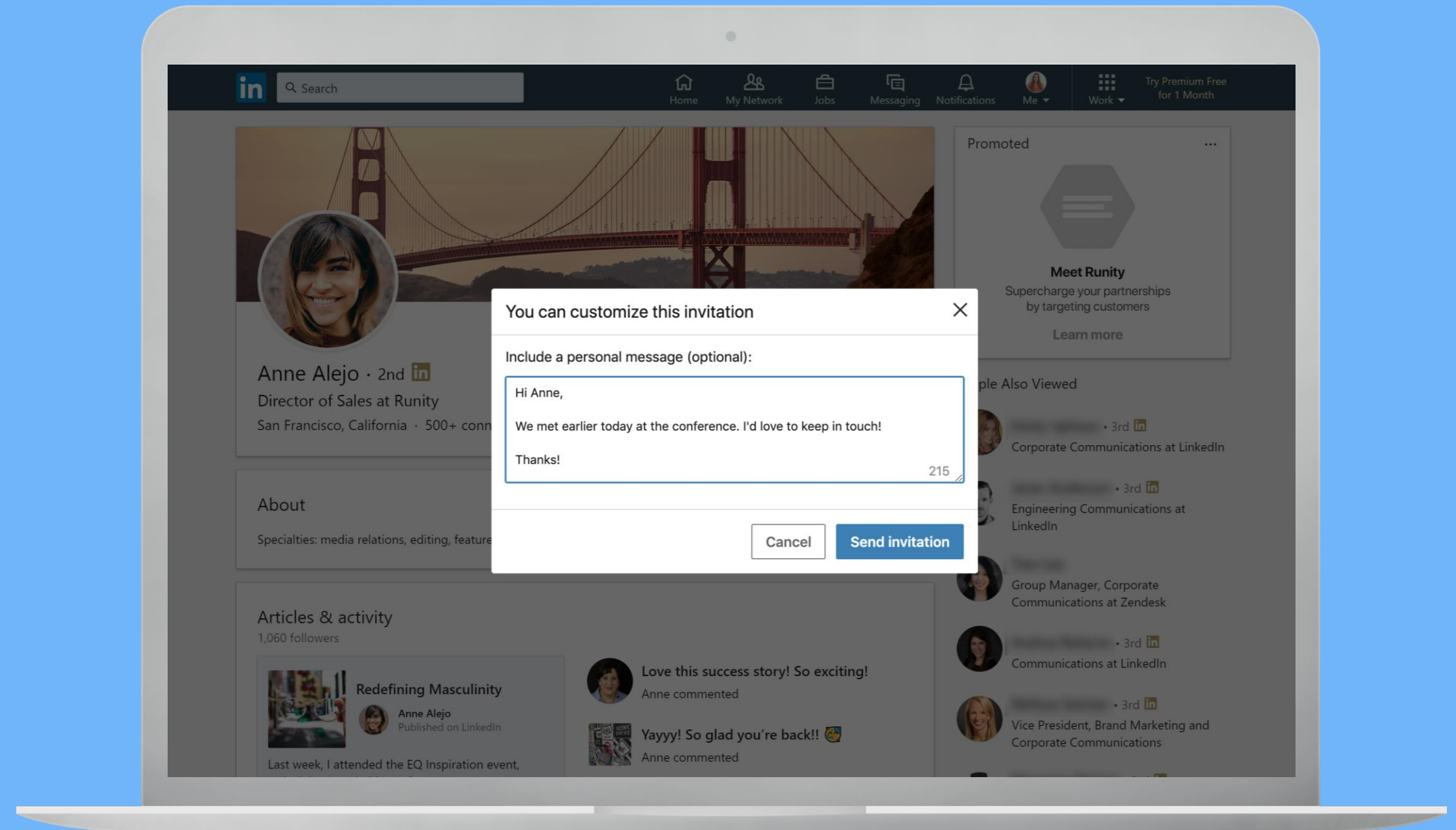
Build your professional network

Search for new connections

Use the search bar in the top navigation to find new connections by:

- Name
- Company
- Location
- Keyword

We recommend that you always add a personalized message to make it clear to the other person why you are reaching out.



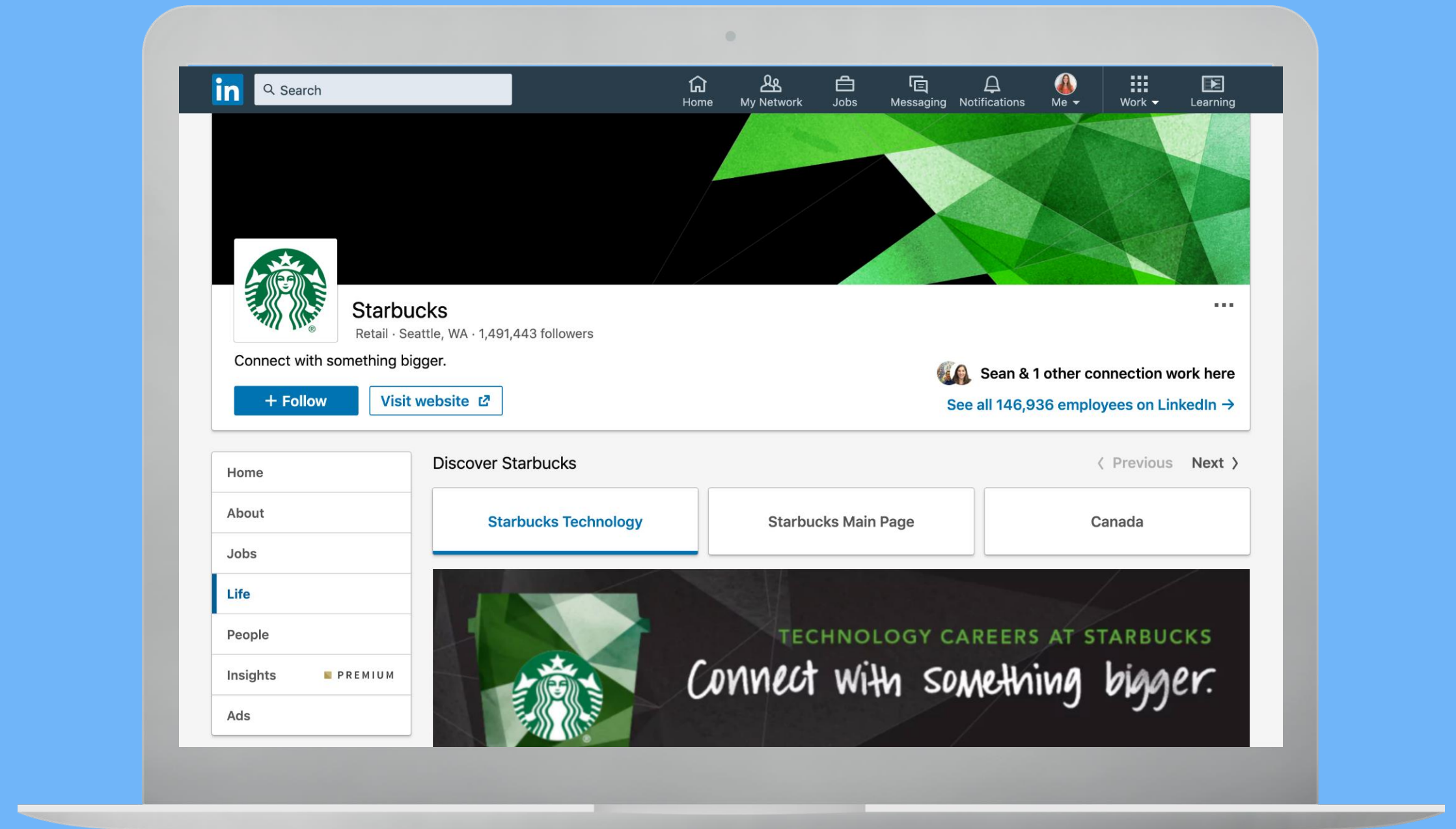
Build your professional network

Follow Companies

Explore employers you are interested in working for by following their company page.

Check out the “Life” section to learn more about the company’s culture, values, and professional development opportunities.

Recruiters on LinkedIn can filter specifically for candidates who have engaged with their company page. Make sure to show your interest by taking this easy step.



Build your professional network

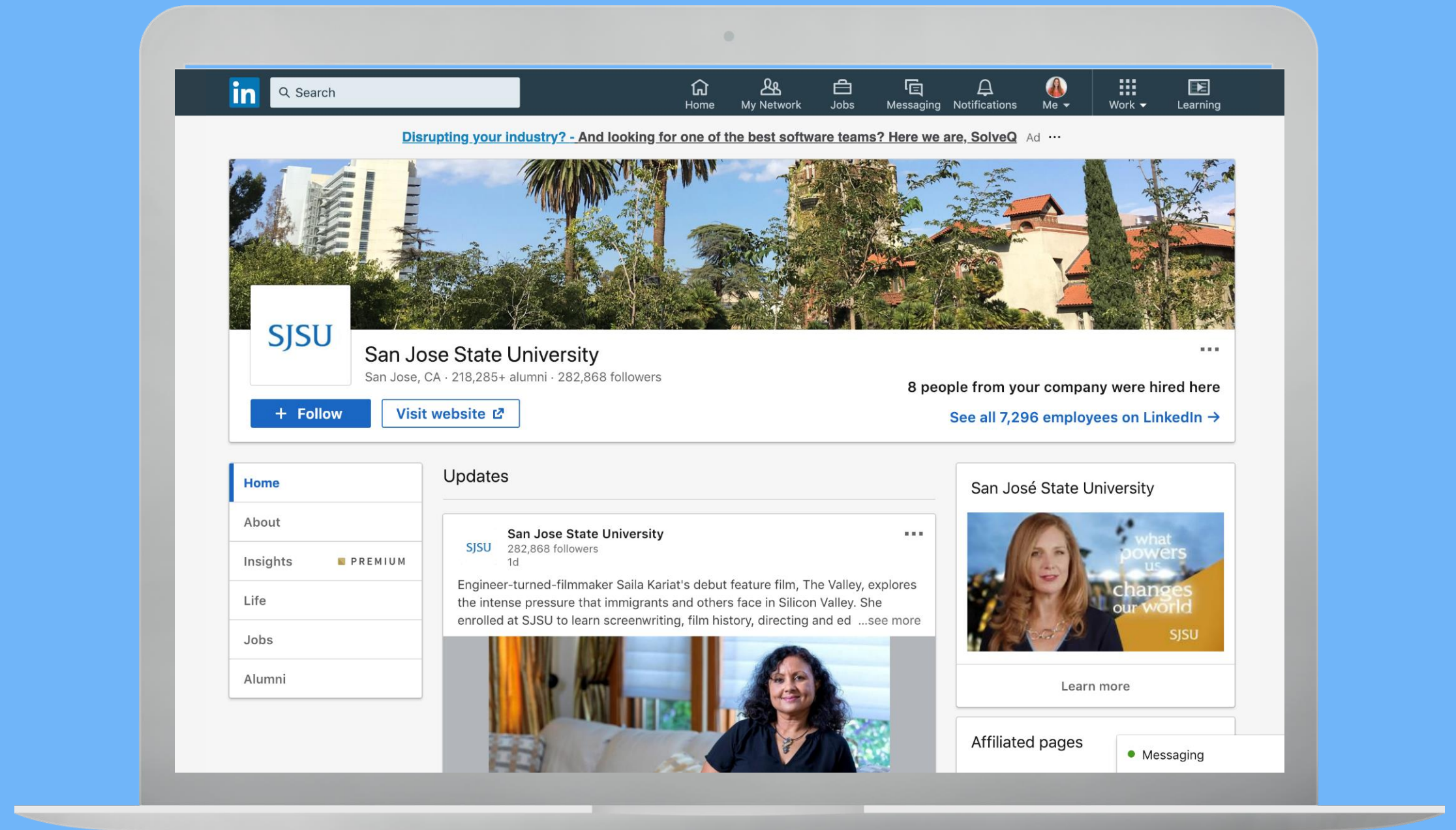
Explore Alumni

Explore the career paths taken by school or program alumni.

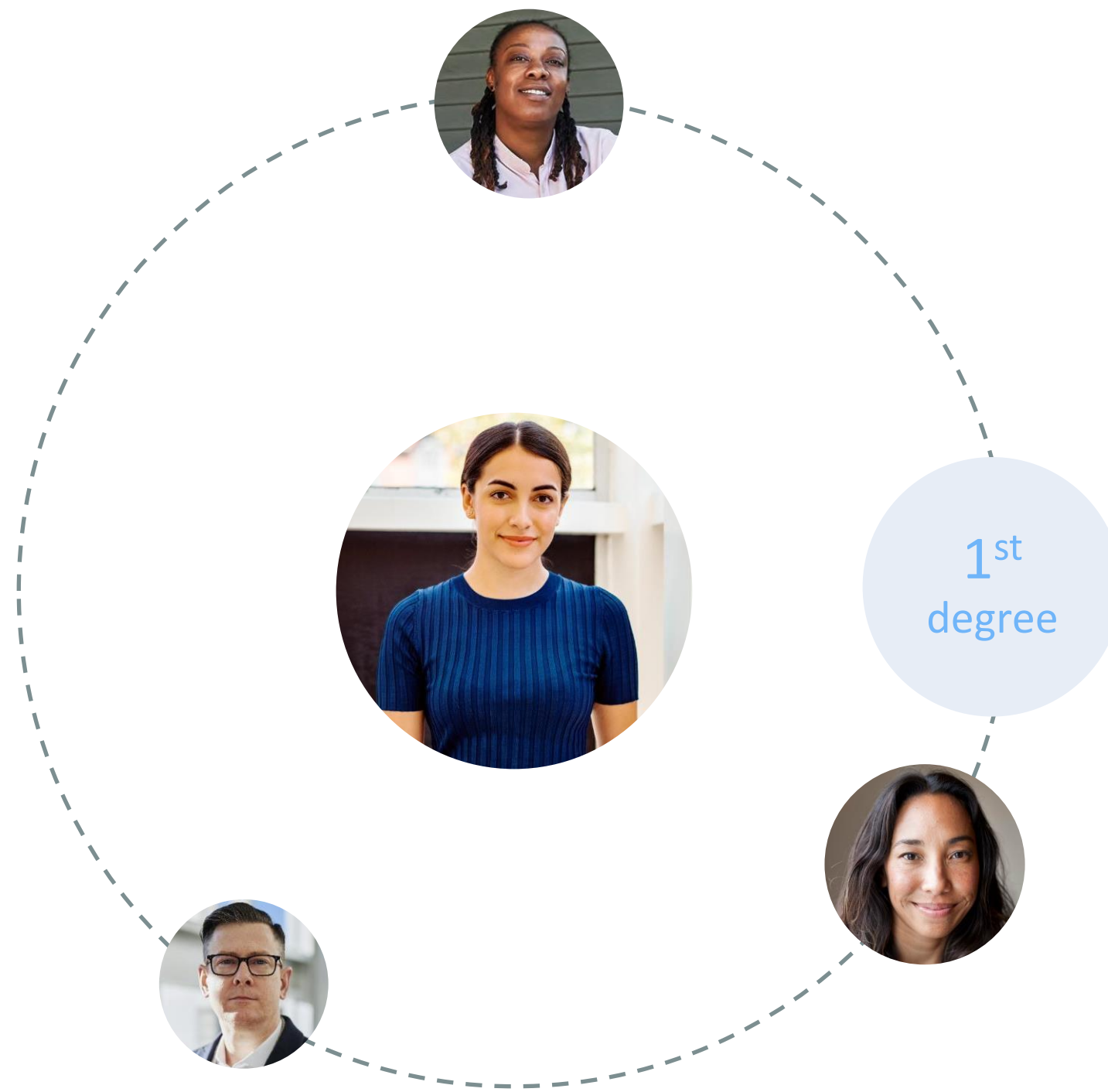
By clicking “Alumni,” you can view:

- Where alumni work
- What alumni do
- Where alumni studied

Consider reaching out to anyone whose career interests you for an informational interview.

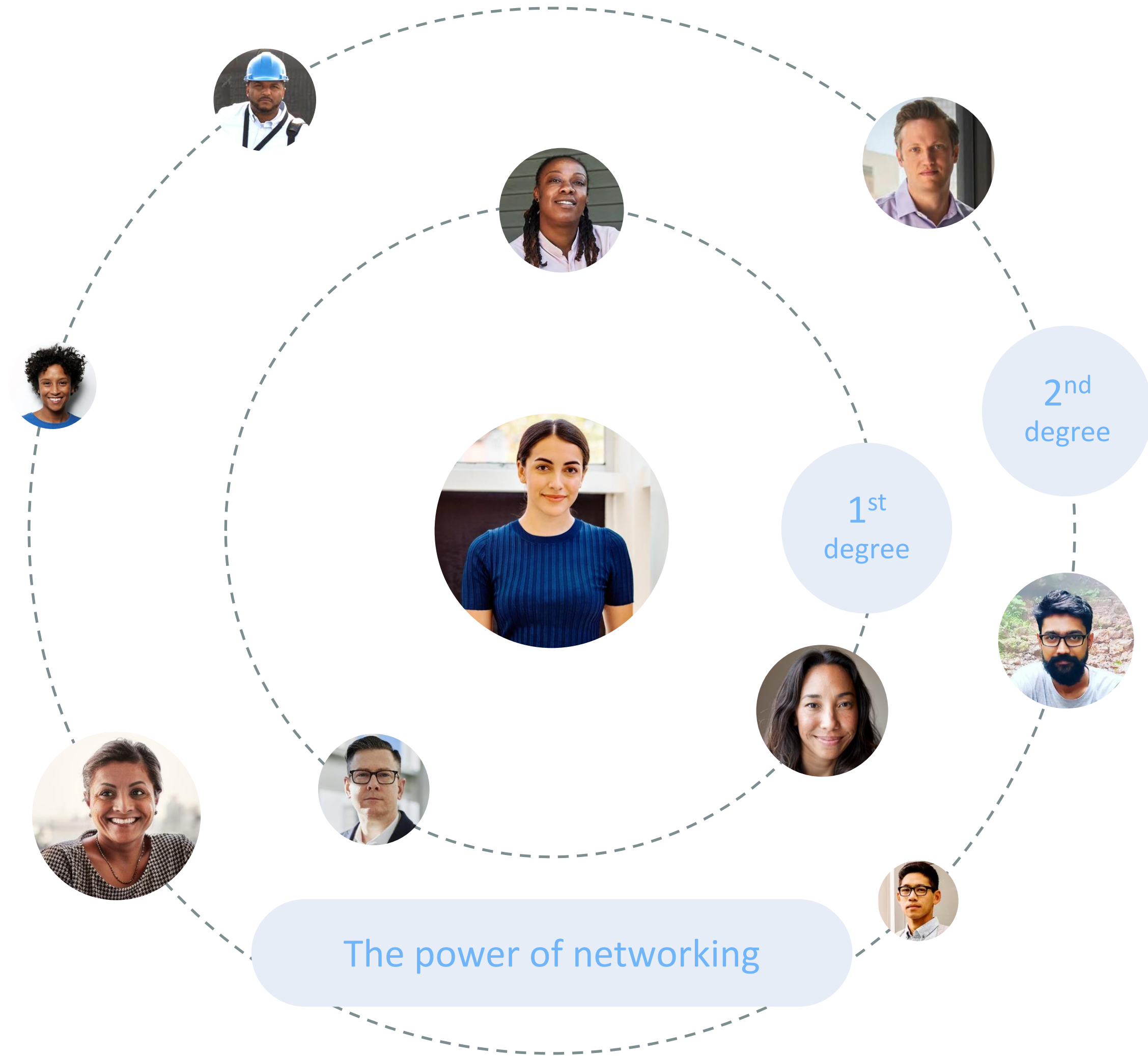


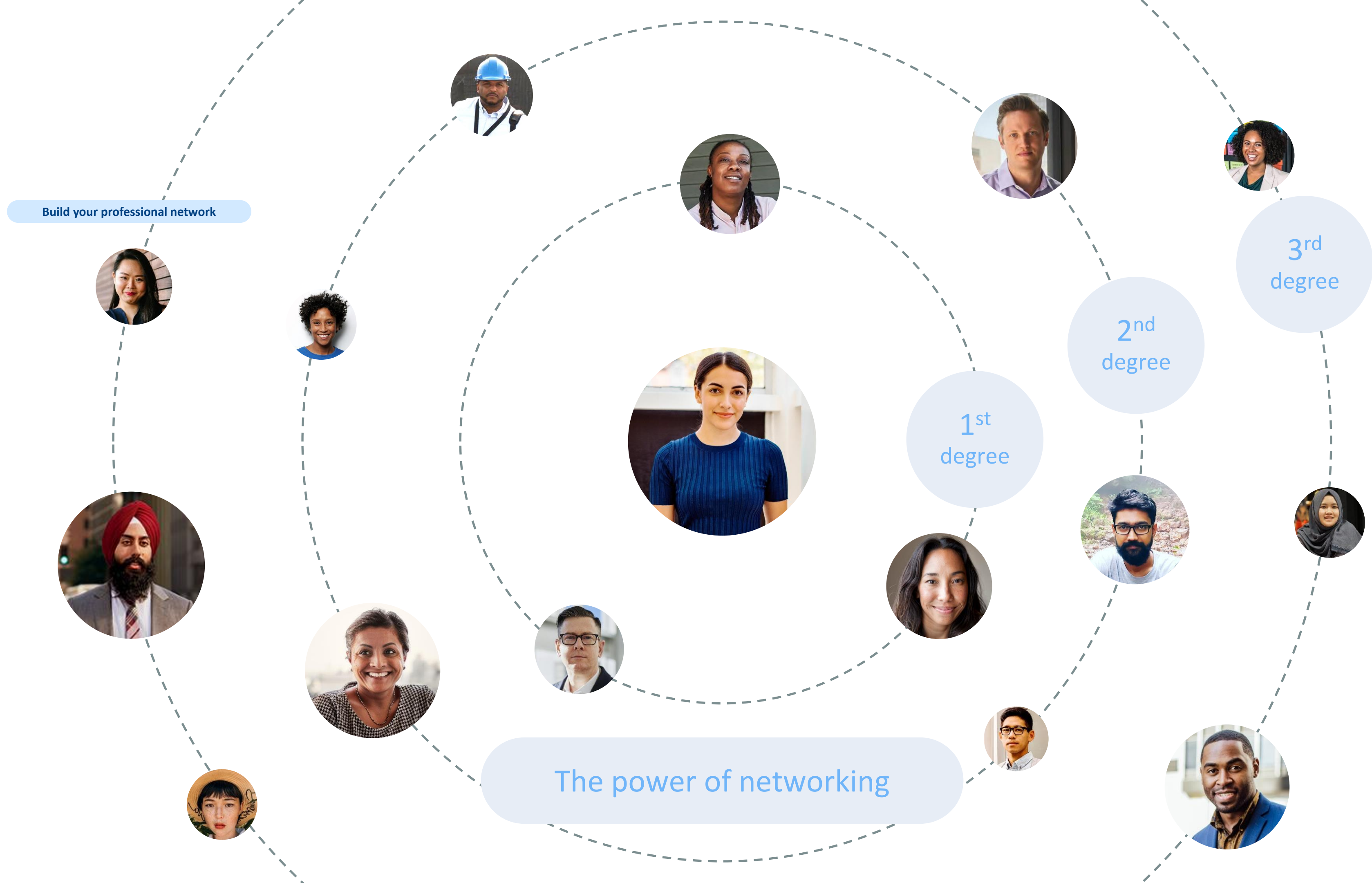
Build your professional network



The power of networking

Build your professional network

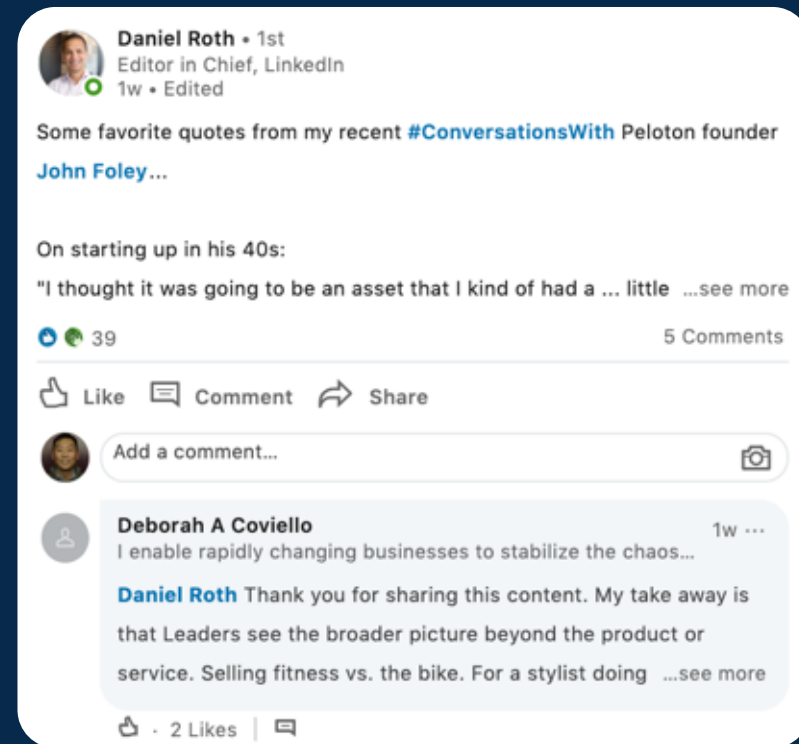




Be Influential

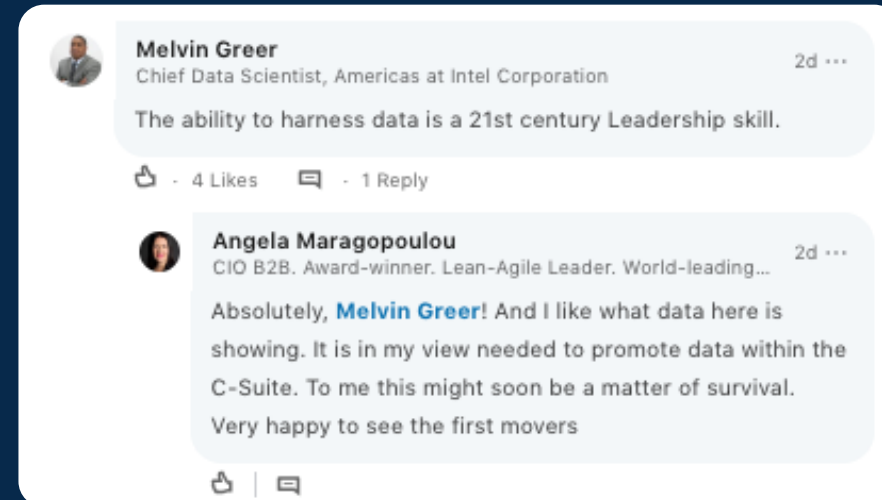
4 ways to activate your audience on LinkedIn

There's a lot of content on this page! And you want the topics below to shine.



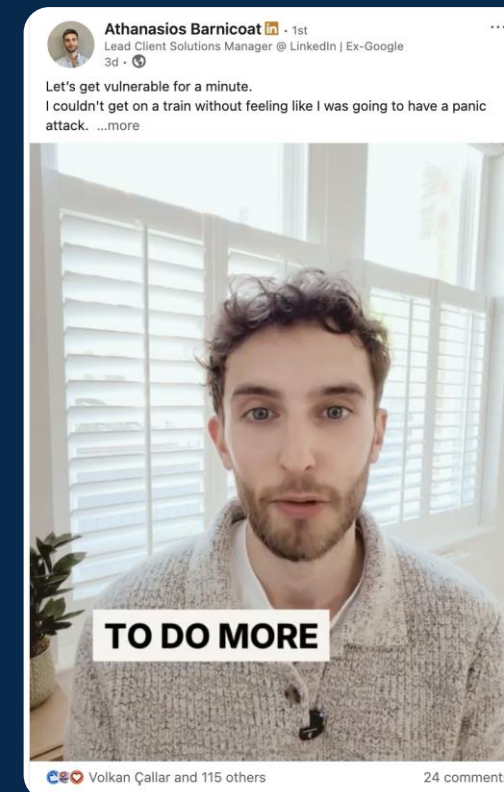
Short Post

A short-form LinkedIn post delivers one clear idea. Use a strong hook, simple formatting and emojis. Use pictures and valuable insights to increase engagement



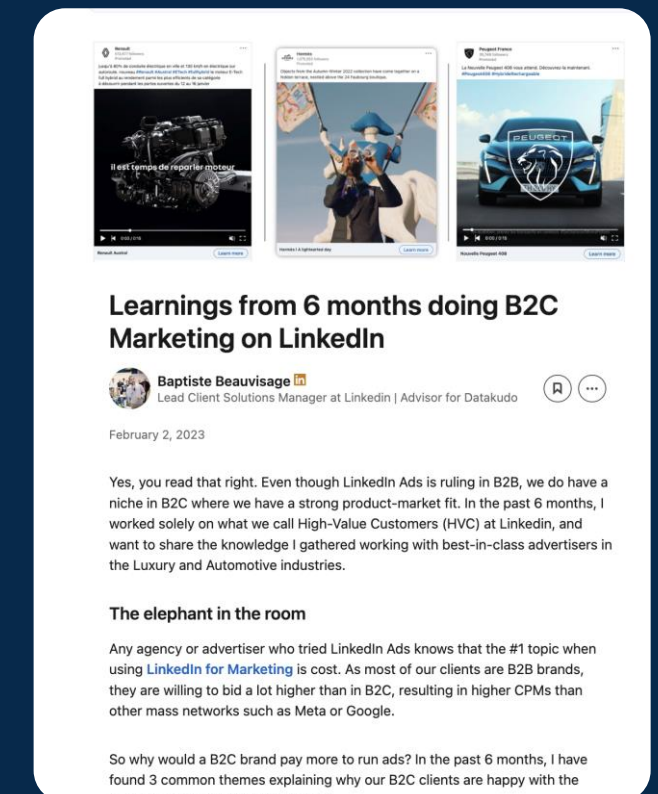
Comments

Commenting notifies everyone who liked or commented, giving your post instant visibility to a wider network.



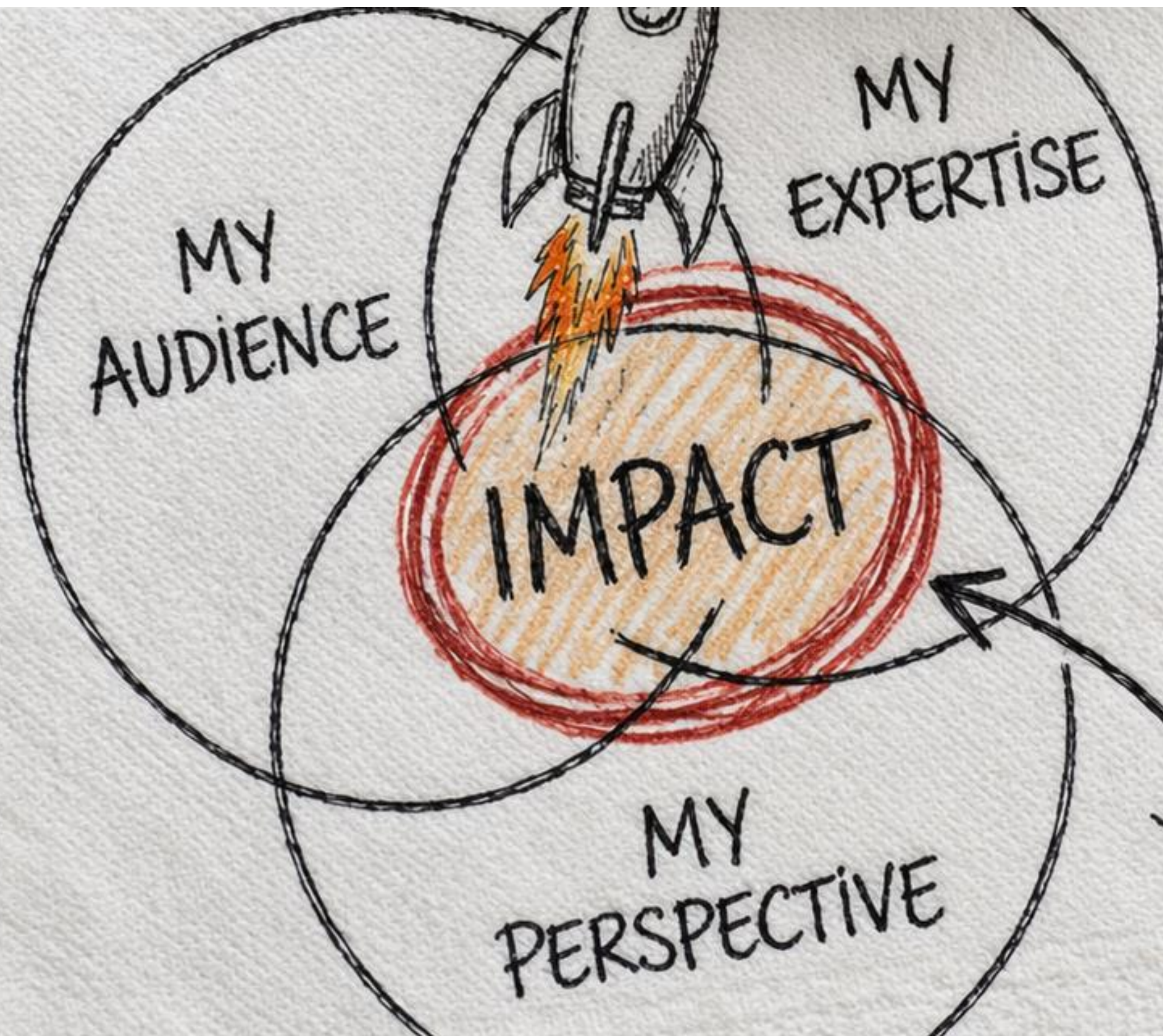
Video

The fastest-growing content format on LinkedIn — video drives strong engagement. Keep it short, authentic, and always add subtitles.



Article

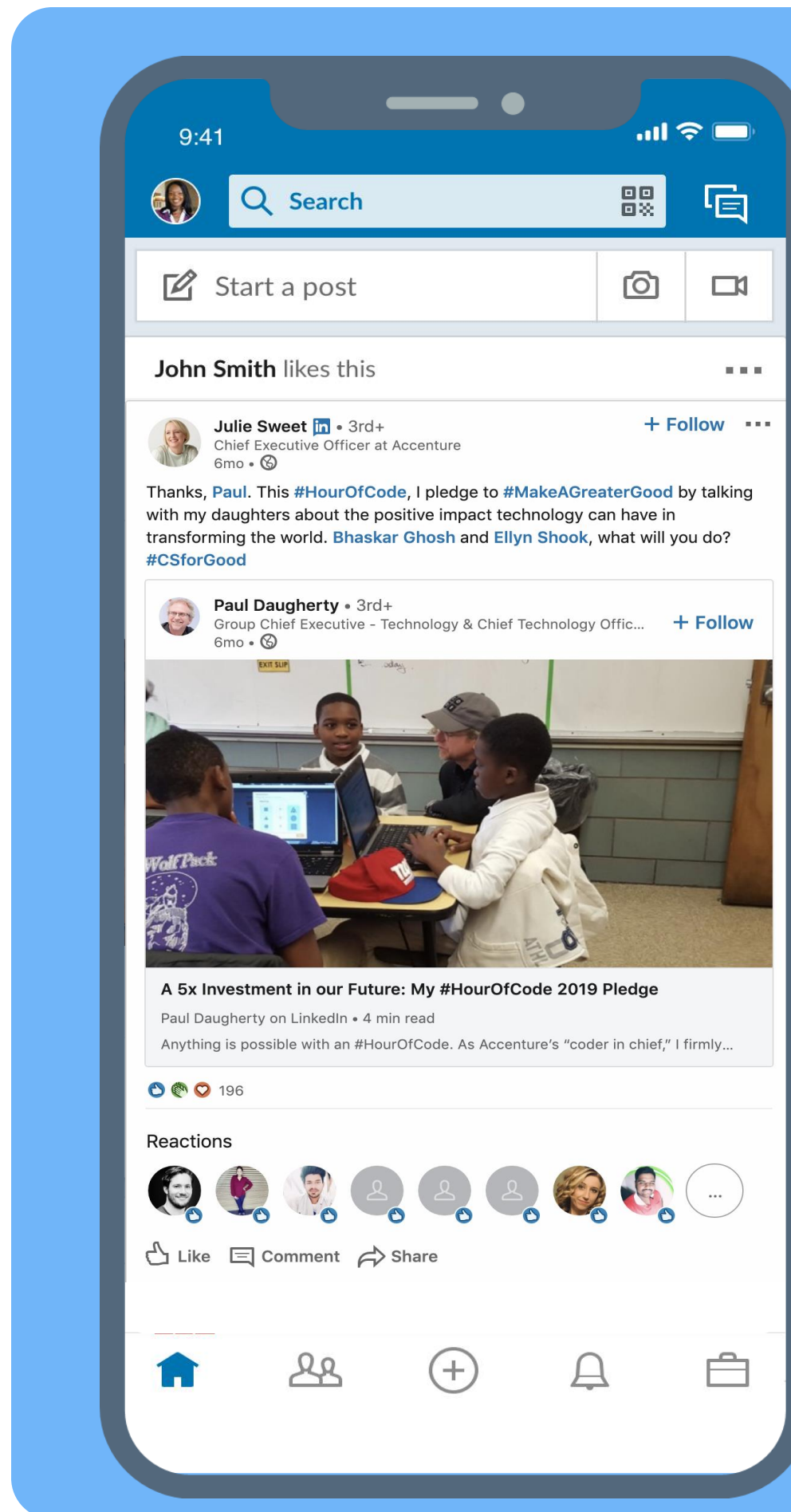
Long-form articles let you share deeper insights and build lasting credibility. Unlike posts that fade over time, articles stay on your profile — strengthening your personal brand and thought leadership.



~~just likes~~

Talk about things that matter to you

- Add a photo or infographic: posts with an image get 98% more comments. (“Stop Scroll moment”)
- Hook early: the first 2–3 lines determine if people click “See more.”
- Keep links in comments: posting external links in the body of your post can reduce reach
- Offer insight, not information: LinkedIn’s AI classifies posts (e.g., opinions, advice, news...) and rewards original perspective over generic updates.



Which content traits drive the highest engagement among LinkedIn members?

1. Short
2. Inspirational
3. To-the-point
4. Visual
5. Video

Balance your posts and content across 3 categories

Fransois Trouvat

You

Profitable, Sustainable B2B GROWTH Strategies to win in today's market...

4mo · 🌐

Second time attending Vivatech last week — and once again, it delivered.

This year was a great opportunity to spend time at the PwC booth, connect with clients, and see firsthand the new PwC brand identity come to life. Kudos to the entire PwC France team for the standout presence and energy.

🧠 What stood out most?

The diversity of innovations powered by AI across every sector — from finance to fashion to travel.

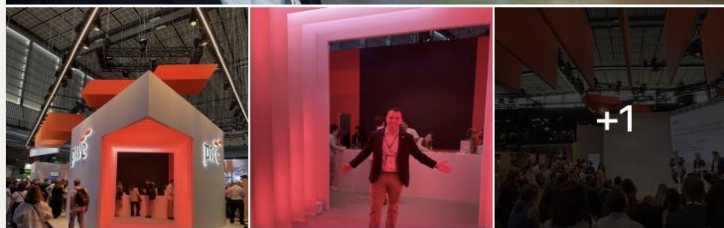
We're witnessing the democratization of technology: with tools like ChatGPT or Perplexity, you don't need a PhD to unlock AI's value. You just need curiosity, purpose... and good prompts.

We're entering the age of prompting — where the real skill lies in asking the right questions, not coding the answers.

✈️ And on a personal note, I managed to sneak into a session on AI in travel & tourism (a topic close to my heart).

It's still early days, but use cases like WhatsApp-based AI travel agents are already reshaping the experience — and they're only going to scale from here.

#VivaTech #AI #PwC #Prompting #LinkedIn



85

2 comments

Your Industry

Use your expertise to join the conversation on latest industry news, trends& best practices.

Fransois Trouvat

You

Profitable, Sustainable B2B GROWTH Strategies to win in tod...

9mo · 🌐

A business trip to Lisbon this week reminded me of the power of reconnecting.

Pro tip: Use LinkedIn not just to plan your meetings but to check who from your colleagues and friends now lives in the city you're travelling to. People from my time at LinkedIn in Dublin are now living and moving everywhere and it's hard to track.

I did check my 1st degree connections and 8 years after working together in Dublin and both living in different cities after that, Fernando and I shared dinner in Lisbon, catching up on life and work. So great seeing you my friend and hope to be back in Lisbon soon. Francisco, #TheGourmets legacy still lives on. Bastien, Agathe, Natalia, Itziar, Ngassa, Gaëtan

Blocking time for personal connections during business trips is always worth it. Next time you travel, make it a priority. You'll be glad you did.



83

17 comments

You

Share your human side - Lessons you've learned, failures you've overcome, and things you care about.

Fransois Trouvat

You

Profitable, Sustainable B2B GROWTH Strategies to win in tod...

5mo · 🌐

Last week, we announced the next step in our agentic vision for Sales Navigator: Sales Assistant. It is currently available as a limited beta (select customers + our LinkedIn Sales team). I've been using it for the past 2 months— and here's what stands out the most 🙌

What problem does it solve?

🔴

Prospecting remains one of the most critical—and consistently challenging—aspects of sales, and it's often the part sellers enjoy the least.

✅

Sales Assistant changes the game. It turns Sales Navigator into an AI-powered partner that orchestrates the end-to-end prospecting workflow —helping your team get in front of the right people, faster and more effectively.

📍 At LinkedIn, we believe AI is only as powerful as the data behind it. That's why Sales Assistant is built on our unmatched professional data.

🌟 Here's what it does:

1 - Delivers your best leads daily – based on your accounts and ideal buyer persona. It's like having a personal assistant pre-screening leads.

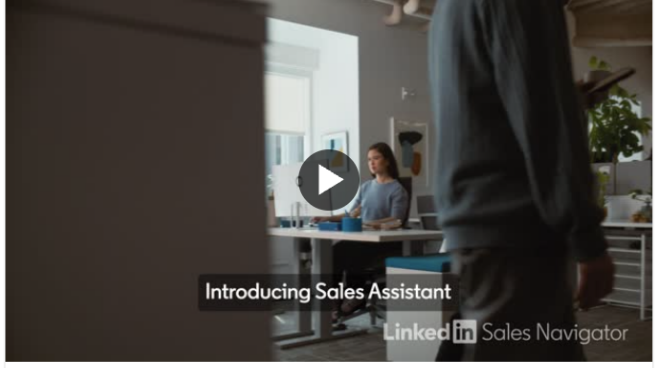
2 - Shows you the best path in – scanning your network and the LinkedIn ecosystem guide your next best action (warm intros, smart outreach...)... no guesswork, just progress.

3 - Crafts authentic & personalized outreach – using real-time signals like job changes, company goals, recent updates and industry trends.

💬 As one sales leader in our beta said: "This feature ticks all the boxes."

👁️ Watch the 2-minute demo in this post and see the full overview here : <https://lnkd.in/eN3MZsYj>

#SalesNavigator #LinkedIn #SalesAssistant #AlinSales #B2BProspecting #SalesInnovation



17

2 comments

Your Company

Provide a behind-the-scenes look at your culture, what you're working on and what you're proud of.

PROPRIETARY + CONFIDENTIAL

46

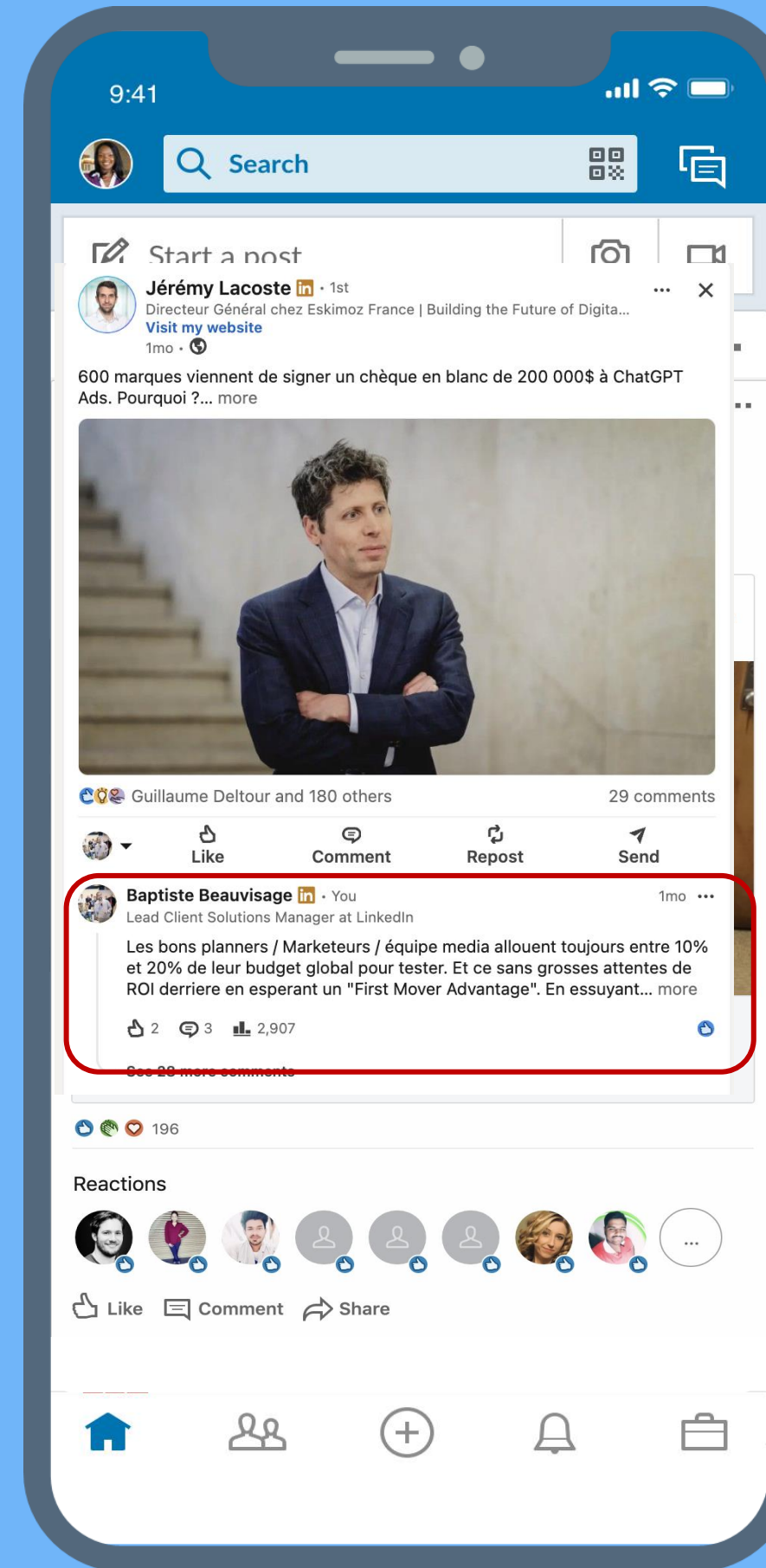
Best practices for commenting

You don't need to create content from scratch to make an impact — **engaging with others' posts** is just as powerful.

Ways to participate:

- Add a unique perspective to a peer's post / Add value to the conversation
- Ask a thoughtful question or share a different point of view
- Keep it professional — interact as you would in an office setting

Pro tip: Reply to comments on your own posts to keep engagement going.



Comments

Comments are a great way to engage with your network.

Your comment gives instant visibility to everyone who liked or commented — a natural, fast way to get noticed by a wider audience.

Best practices for creating a video

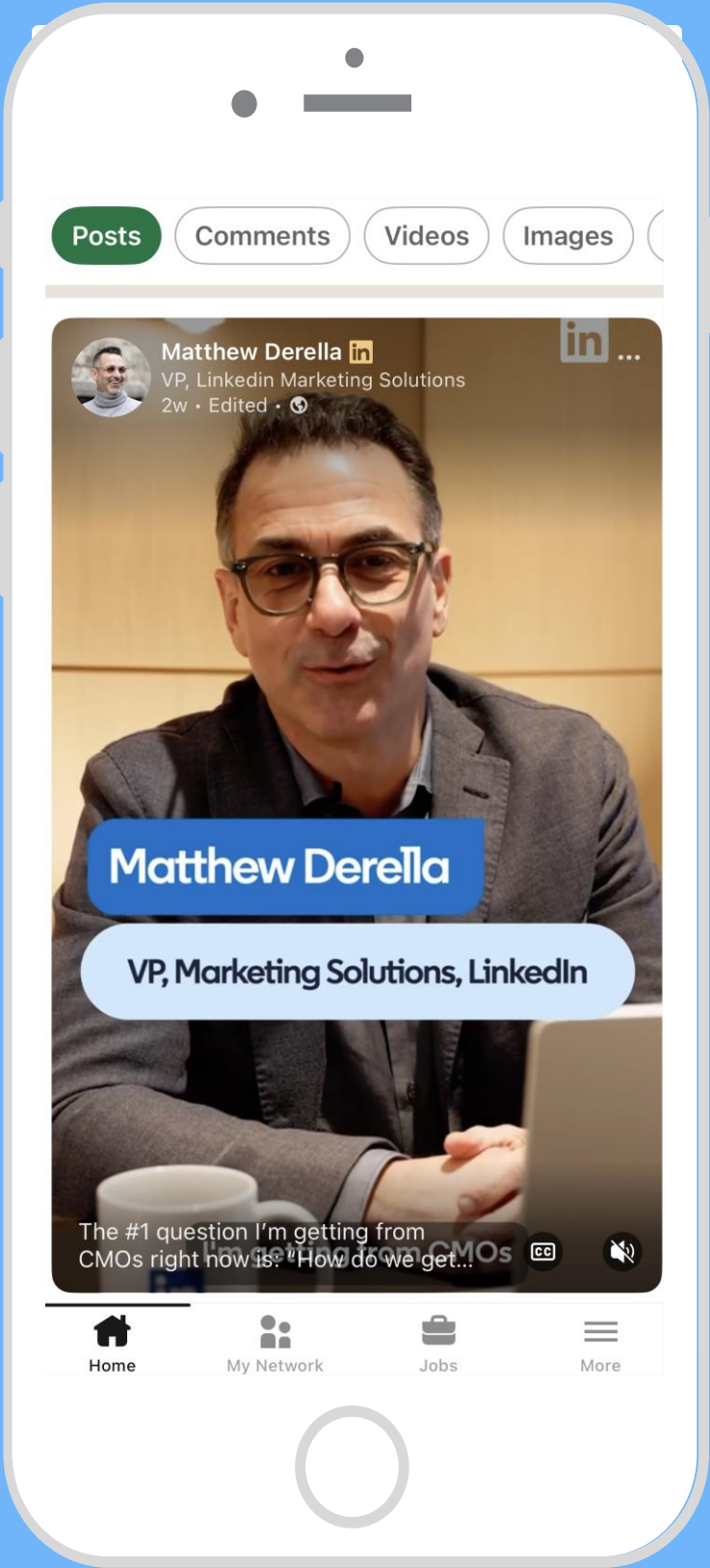
Bring Your Content to Life with Video: Use video to add **authenticity and personality** to your message. Don't overthink it — the best videos are real, spontaneous, and human, not over-edited.

Top-performing video types:

- 💡 Tips & Trends: share your expertise and insights
- 🎤 Event Recaps: highlight key takeaways or moments from conferences

Pro Tips for Impact:

- Keep it **under 90 seconds** — shorter videos drive higher engagement
- Hook viewers in the **first 6 seconds**
- **Design for mobile** — most people watch with sound off and on small screens
- Keep it simple, personal, and genuine — that's what truly drives engagement on LinkedIn.



Captions

85% of social media videos are watched in silence, so be sure to include captions on your videos

Best practices for publishing an article

Share Your Expertise with a LinkedIn Article

Use the article format when you have a **well-developed idea or perspective** you want to explore in depth.

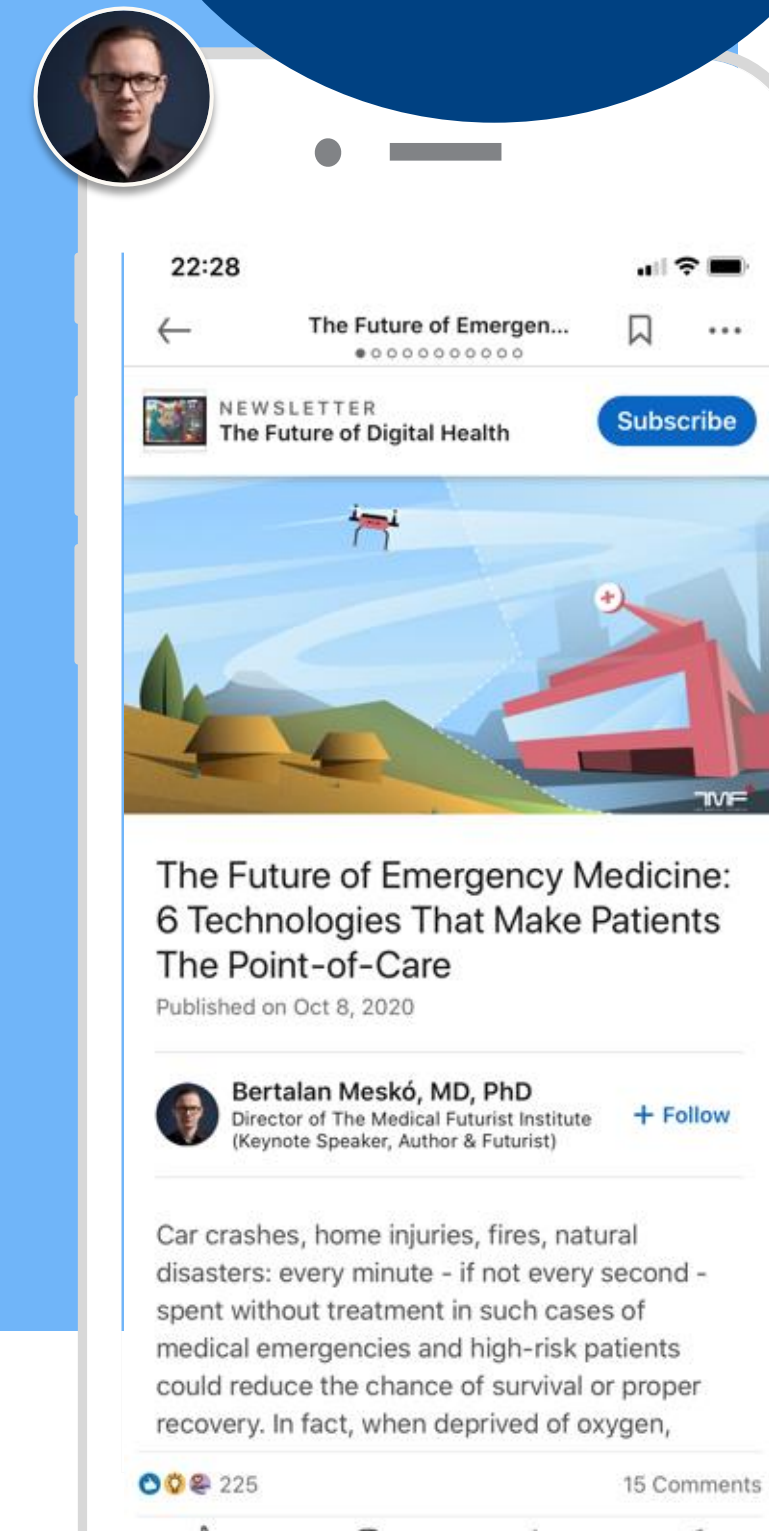
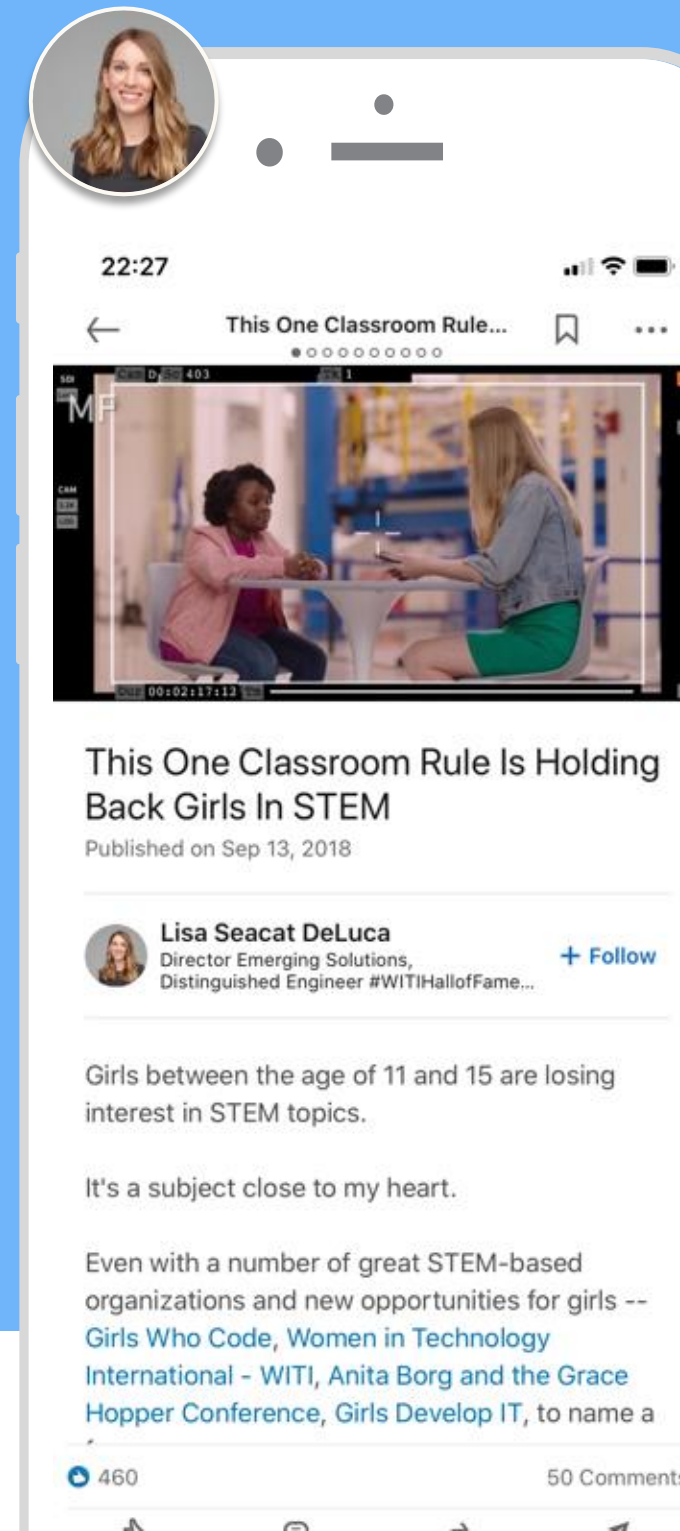
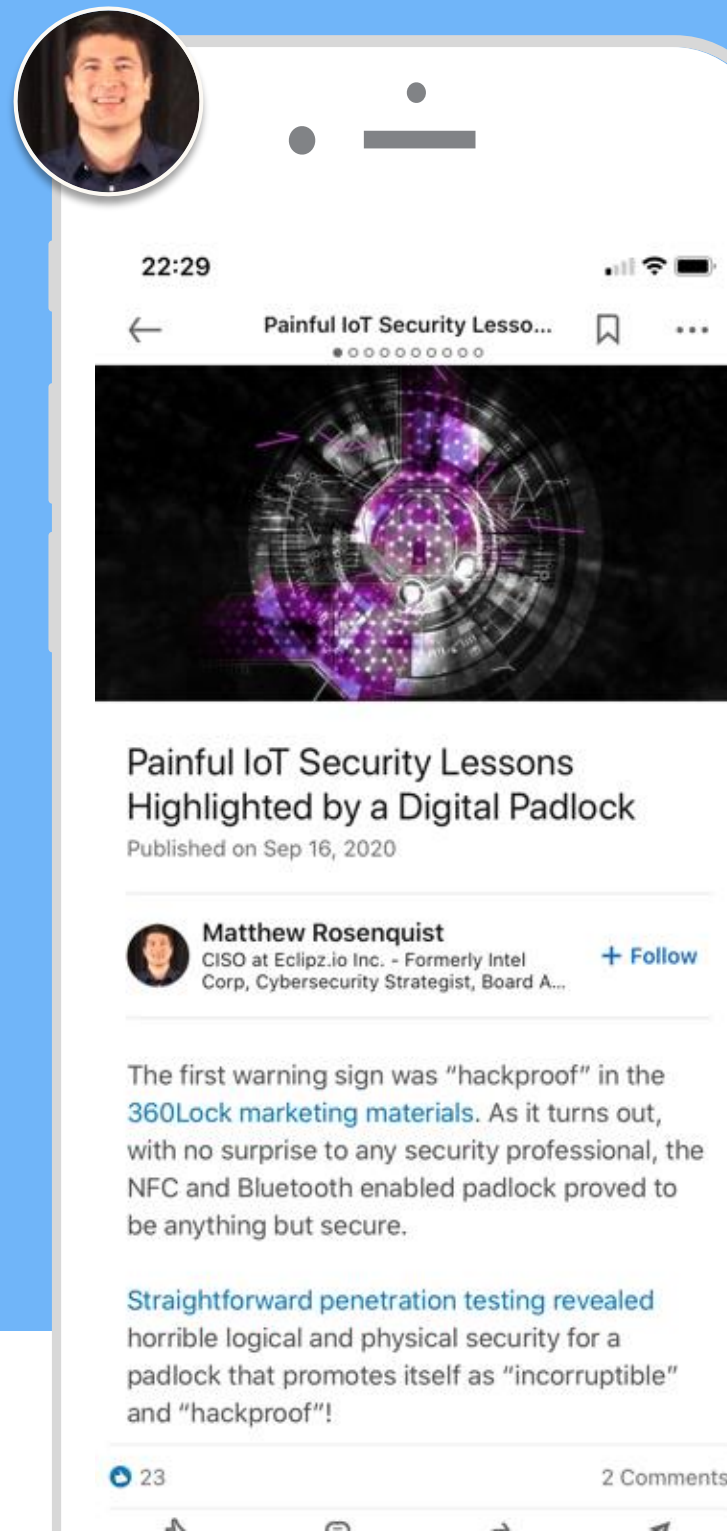
Articles position you as a thought leader and offer lasting visibility on your profile.

Top-performing article themes:

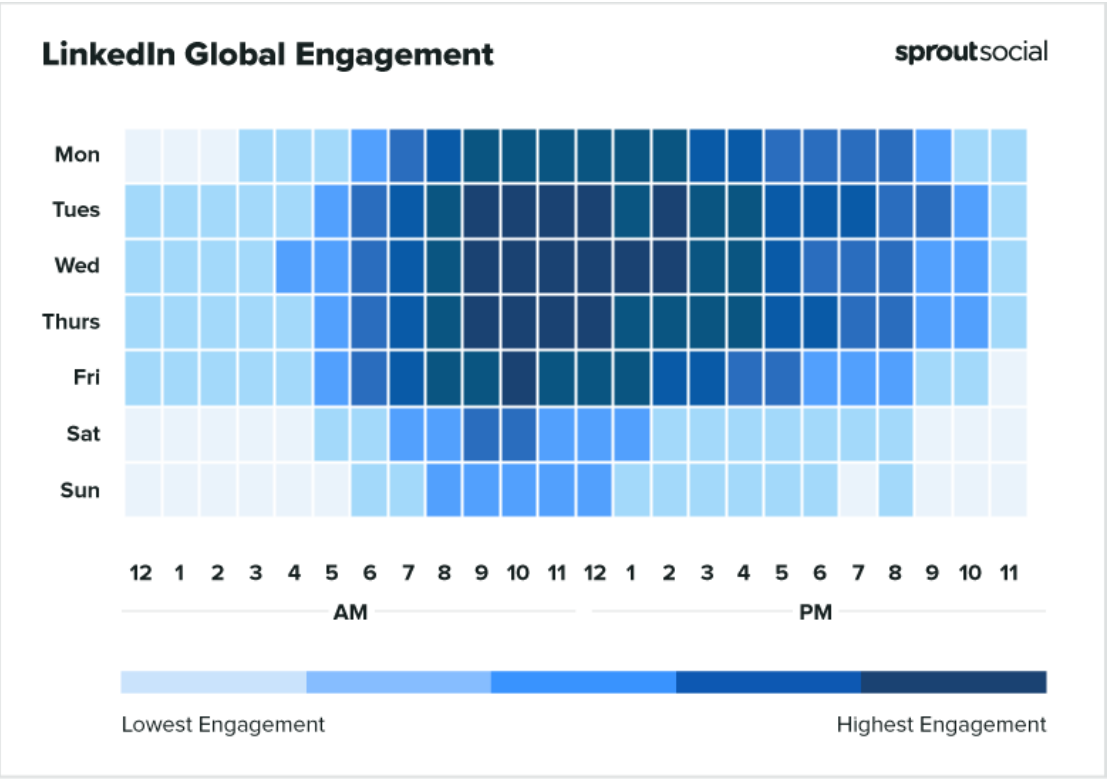
- Industry Insights: deep perspectives on long-term trends or emerging topics
- Leadership & Career Experience: lessons, reflections, and best practices
- Culture & Behind the Scenes: authentic stories that showcase your company's people and values
- Take the time to craft it — articles are where you demonstrate expertise and build long-term credibility.

800-2,000
Words

Members are willing to invest more time to get more value out of article content, but write for purpose versus word count

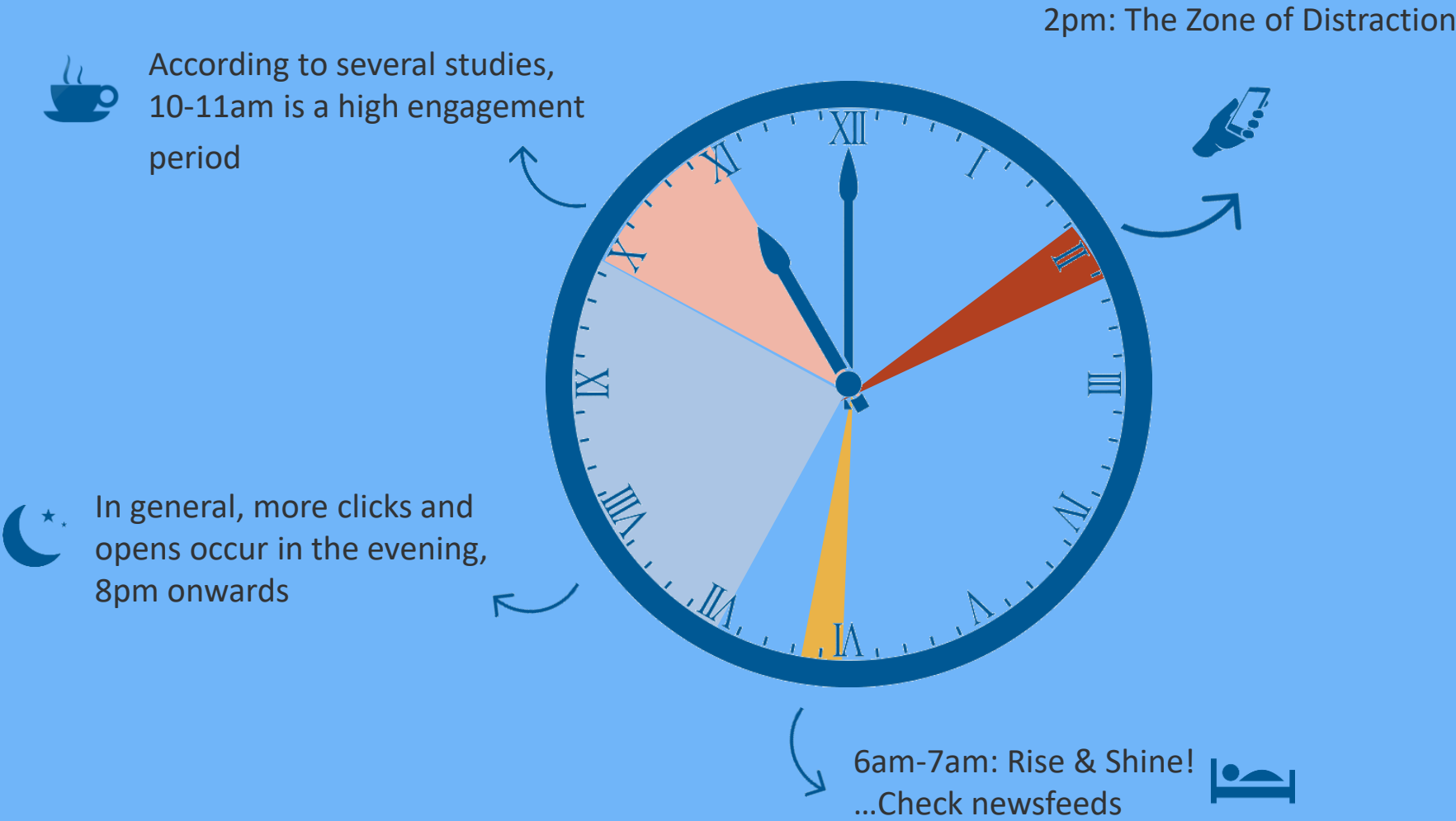


What are the times of high engagement?



Best days :

1. Tuesday
2. Thursday
3. Wednesday



Pro tip: If you're targeting a global audience, you'll get most traction between 8-11am in your local time.

Thank You.

