

LinkedIn for Creatives: The 2026 Edition



ABOUT THE WORKSHOP

How creatives can use LinkedIn to increase visibility, build trust and unlock new opportunities

This interactive workshop is designed for anyone working in the creative industries who knows that LinkedIn matters in 2026 – but is not quite sure how to use it in a way that feels authentic, relevant and effective.

Your potential clients, collaborators, commissioners, and investors are already on LinkedIn. The question is no longer whether you should be there, but how to show up with confidence and clarity.

In this practical and engaging session, you will learn how to use LinkedIn as a powerful networking and opportunity-building platform, without feeling corporate, awkward, or self-promotional.

Do you...

- See LinkedIn as a platform dominated by corporate voices rather than creative ones?
- Worry about what you would say or post, or whether you have anything “worth sharing”?
- Feel frustrated by irrelevant or low-quality content in your feed?
- Feel uncomfortable connecting with people you do not already know?
- Believe you do not have the time to invest in LinkedIn?

If any of this sounds familiar, this workshop is for you.

LinkedIn is evolving fast, and in 2026 it offers creatives a genuine opportunity to build visibility, credibility and meaningful professional relationships. This session will help you understand how to use the platform in a way that feels natural, enjoyable and aligned with how you work.

You will leave feeling clearer, more confident and motivated, with practical ideas you can put into action immediately.

All attendees will be offered a complimentary mini-LinkedIn profile review with Sarah after the conference.





ABOUT THE SPEAKERS

Sarah Clay

Founder

Sarah Clay Social, London

Sarah Clay is a published author (Employee Advocacy on LinkedIn), LinkedIn expert and international speaker. She works with CEOs and their teams across a wide range of industries, helping them build visibility, trust and opportunity through LinkedIn.

As a former TV commercials producer, Sarah understands the creative world first-hand. She knows the pressures, the mindset challenges and the realities of working in creative industries – and how to translate LinkedIn into something that genuinely works for creatives.

Author, keynote speaker and Employee Advocacy trainer and consultant to B2C and B2B companies, Sarah offers a no-nonsense, accessible approach to her teaching whilst injecting some fun into learning. Sarah's specialism is working with business owners and their teams to help them get more leads from LinkedIn, whether it's teaching them how, or doing it for them or a combination of both.

Sarah's work has been described as a mixture of personal branding, content creation, business coaching and therapy. She has a very unique approach to her work which instantly makes people feel at ease.

Sarah also loves working with students helping them understand how they can use LinkedIn to begin their career journey. Sarah is a guest lecturer at several UK Universities.

Sarah delivers inspirational talks worldwide. Subjects based around Trust, LinkedIn, employee advocacy and personal branding..

Sarah has over 10 years' experience heading up marketing and PR departments. Sarah ran her own social media agency 'Sarah Clay Social' looking after social media for all sizes of business before focusing on training business owners how to love and leverage LinkedIn to accelerate their business growth. Sarah works in person and remotely with companies of all sizes all over the world, teaching and supporting them with their LinkedIn growth.



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Sarah publishes a regular newsletter on LinkedIn and on her website, www.sarahclaysocial.com She has been published in AgoraPulse Social Media Pulse, Brand You Magazine, HR Grapevine and Social Media Examiner.

Sarah has appeared on numerous LinkedIn live events and podcasts and US TV shows. Sarah is currently speaking in zoom rooms around the world and in offices, co-working spaces and live events including:

- Keynote Speaker:
- Engie UK Internal conference, Brintons Carpets international conference, Deal Catalyst, VA Conference, Set Squared Group, Currency UK, Town Square Islington, BCS 2025
- Speaker
- Innovation and Impact Summit, Agorapulse summit, The Federation of Small Businesses, Digital Women Conference, The Business Show
- Co-host 'Ladies Of LinkedIn' with Mary Fain Brandt, LinkedIn for Entrepreneurs
- Guest: Dublin South radio 'Let's Get Social'
- Podcast Guest: too many to mention!
- Workshop host: Social Media Marketing World, Sandiego, Atomicon

To book Sarah for speaking, as a podcast guest or for LinkedIn training, please contact sarah@sarahclaysocial.com

SCHEDULE

Date: Thursday 19 March 2026
Time: 12.00-13.00
Venue: Room Pattaya 3, Mezzanine Floor, PEACH,
Remark: Pre-registration is required

ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2026
- To register, please click [here](#) and complete the online registration form
- Registration is not confirmed until you receive confirmation from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to **only 33 delegates**

For more information, contact Workshop@ADFEST.com



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