

2022 Benchmark Report

The Latest and Greatest in Webinars and Virtual Events



Table of Contents

- 1. Introduction** 03
 - a. Why Webinars & Virtual Events Matter .. 03
 - b. Executive Summary 04
 - c. Methodology 05

- 2. Webinar Benchmark Data** 06
 - a. Pre-Webinar 07
 - b. Live Webinar 10
 - c. Post-Webinar 16

- 3. Virtual Events Data** 18
 - a. Pre-Event 19
 - b. Live Event 21
 - c. Post-Event 27

- 4. 5 Key Takeaways** 28

- 5. Relevant Resources** 30

| Why Webinars and Virtual Events Matter

With the widespread adoption of webinar and virtual event technology over the last few years, today's attendees are highly experienced with virtual formats. In order to attract audiences and keep attendees hooked, we are challenged to raise the bar to create engaging and memorable experiences that stand out. As you evaluate your future event and marketing strategies, seeking new ways to keep audiences immersed before, during, and after events through meaningful content should be at the forefront of your approach.

As you read through the report, you'll realize the data demonstrates that some norms and best practices have been persistent, while new trends have started to emerge. For example – live attendance for webinars is up approximately 66% from 2019. There is also a significant increase in attendee engagement pre- and post-event via resource downloads, live chat and on-demand replay. Our report includes recommendations on how to make the most of your experiences – from preferred days/times to length of event, we'll show you how to optimize content to encourage interaction for maximum results.

This year's report showcases why staying ahead of the curve and using innovative event technology is critical to the success of any virtual gathering. Utilizing technology built for small meetings, or hosting content on your website, will no longer deliver the experience your audience now craves. In fact, the proof is in the data – and new trends are taking shape as attendees reconsider their preferences for interacting with virtual content and experiences.

Yesterday's tactics won't attract today's audiences – and as a result, we must prioritize enhancing events to include offerings that make the attendee experience more dynamic and unique than ever before.

Does your next event align with the current and emerging needs of your audiences? Dive into our 2022 Benchmark Report for Webinars and Virtual Events to find out!



Dan Lotzof
Chief Revenue Officer
Notified

| Executive Summary

No longer a nice to have, event technology is an essential tool for companies and organizations interested in connecting with customers, employees, investors, and communities. And, with the widespread adoption of event technology over the past several years, some norms and best practices around conducting webinars and virtual events have been persistent with new trends starting to emerge.

When it comes to planning, do you find yourself asking:

- **What is the best day to run a webinar?**
- **What is the average duration of a virtual event?**
- **What are others doing?**
- **Where are they finding success?**

In our 2022 Benchmark Report, we reviewed propriety data from webinars and virtual events taking place between June 2021 and June 2022 to gain a better understanding of how these tools are being used to educate and engage stakeholders, build brand awareness, generate demand, and boost sales.

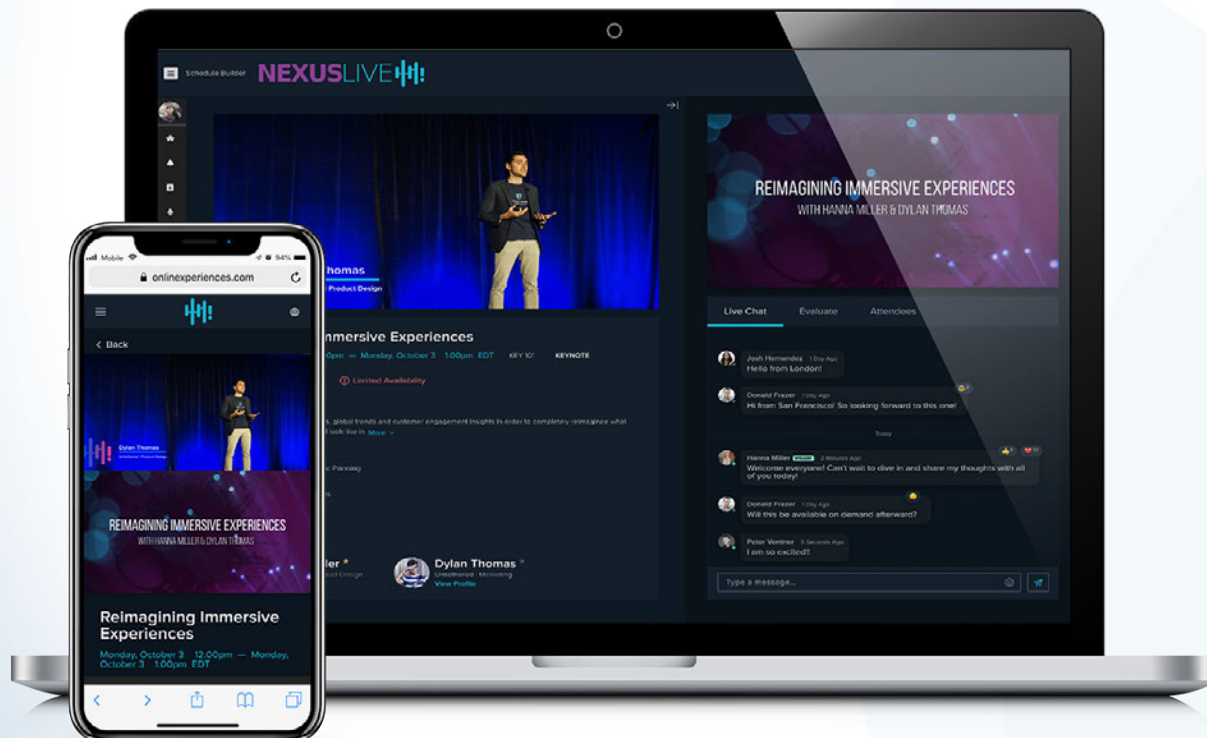
Here, you'll find data-driven insights and best practices, alongside real-world examples and ideas from experts, to help you design experiences with ultimate impact.

Methodology

Date Range: We analyzed a subset of client webinars and virtual events (approximately 9,000) hosted between June 2021 - June 2022.

Analysis Included:

- **Standalone webinars** (aka webcasts)
- **Virtual events** including year-round experiences
- **Attendance, timing, duration, viewing and audience engagement data**



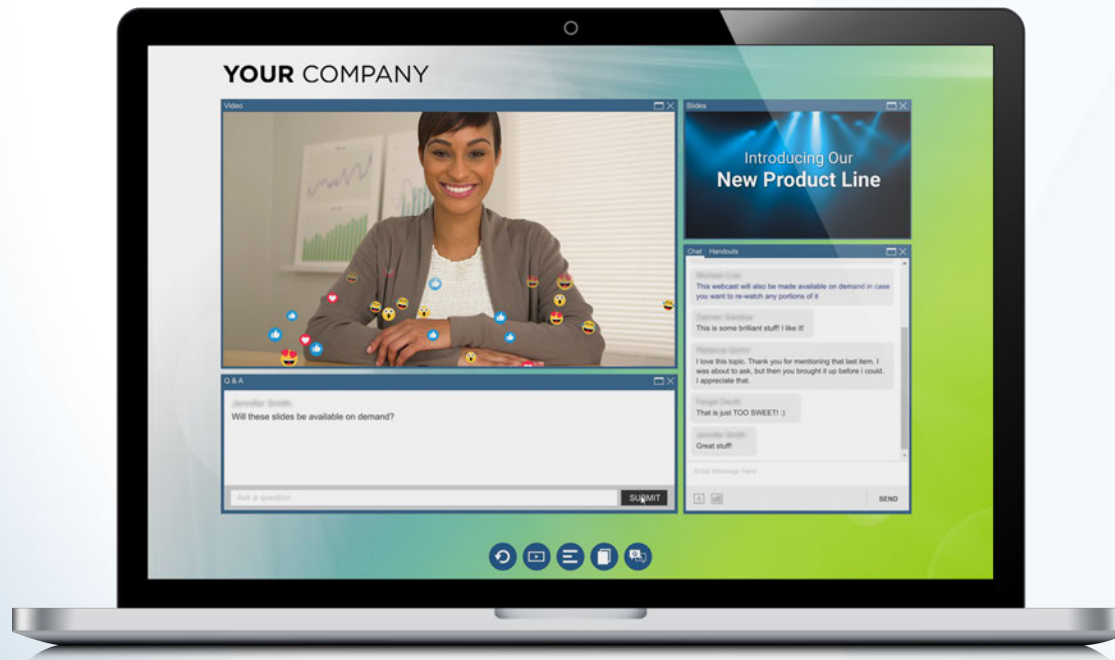
Webinar Benchmark Data

137 million minutes were spent viewing webinars on our platform, between June 2021 and June 2022.

That is the equivalent of watching 1.4 million movies!

These webinars are essential for training, demand generation, and knowledge sharing. We found that registrants overwhelmingly embraced real-time experiences, viewing webinars live **65% of the time** (compared to 39% viewed lived in 2019).

By catering to a live audience, you have the opportunity to use engagement tools to collect data from your audience about what they're interested in, what questions they have, and what handouts or materials they find interesting to design a powerful, attendee-driven event.



| Pre-Webinar

Timing Plays an Important Part in Your Communication Strategy

The average promotion time of webinars has increased to **44 days** (compared to 39 days in 2019) meaning you have plenty of time and opportunity to engage with your attendees leading up to the event to ensure they attend your webinar live.



44 days is the average promotion time of a webinar (compared to 39 days in 2019)

Promote your webinar early to capture and activate your most engaged audience members.

One-third of all attendees register over 7 days in advance of the live webinar. Offer these stakeholders opportunities for engagement ahead of the live webinar: ask questions, survey attendees, encourage chat participation, and promote relevant content. This also allows you to shape the webinar content based on your audience needs and provide meaningful dialogue during the live webinar.

| Pre-Webinar

Pre-Webinar Engagement is Possible

With **Lobby Experience**, webinars hosted on the Notified Event Cloud offer hosts a fully branded pre and post-webinar destination to keep audiences engaged throughout the webinar journey.



19%
of resource downloads
happen prior to the webinar



12%
of questions submitted are
asked prior to the live webinar

Pre-webinar engagement can ultimately help you increase live attendance rate, too.

As you'll see, the majority of registrants attend webinars live. Emphasizing the live and interactive qualities of your webinar can help build additional anticipation. Use the time before the live webinar to promote on social media, publish teasers of your speakers, encourage chat participation, and offer exclusive content that will get your attendees excited to attend the live event.

| Pro Tips

Align and Activate Internal Influencers

While exact teams may vary depending on the structure and goals of your organization, don't be afraid to reach out for support in promoting an upcoming webinar. Marketing, sales, customer service, and more can all play a part in reaching potential registrants.

Think critically about the target audience for each upcoming webinar and utilize the tools at your disposal to reach them.

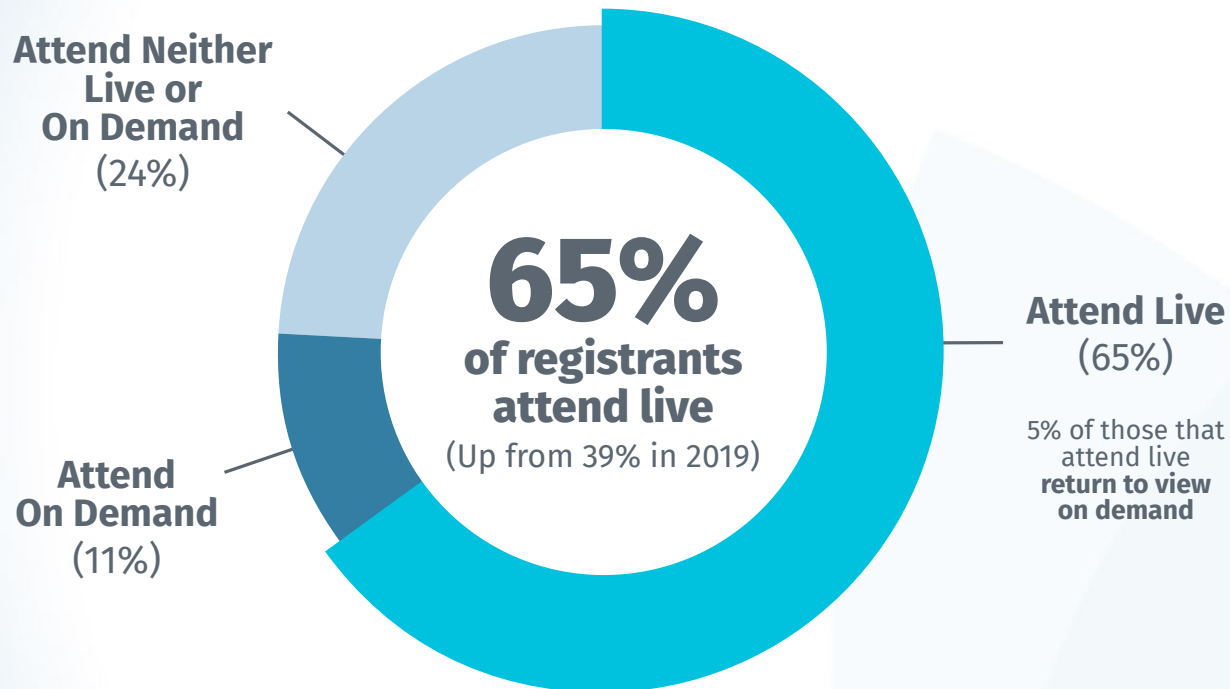
When you've connected with the right internal teams, you also have the opportunity to send personal invitations. Encourage members of external-facing teams such as account management and sales to reach out to their contacts about opportunities that will provide value.

More than increasing webinar attendance, these events provide opportunities for people to build relationships and position themselves as partners by noting elements of value separate from selling a product or solution.



Live Webinar

Registration & Attendance



45 Minutes is the most popular webinar duration

To maximize live participation, be mindful of the duration of your webinar.

We found the average length of webinars was 45 minutes. Even if you know you have an hour of valuable, enticing content, consider breaking it up into 30, 45, or 60-minute webinars and monitor attendee engagement and drop time.

Live Webinar Data

Popular Webinar Days & Times



23% of webinars were held outside of regular business hours.

Wednesday & Thursday are the most popular days to host a webinar



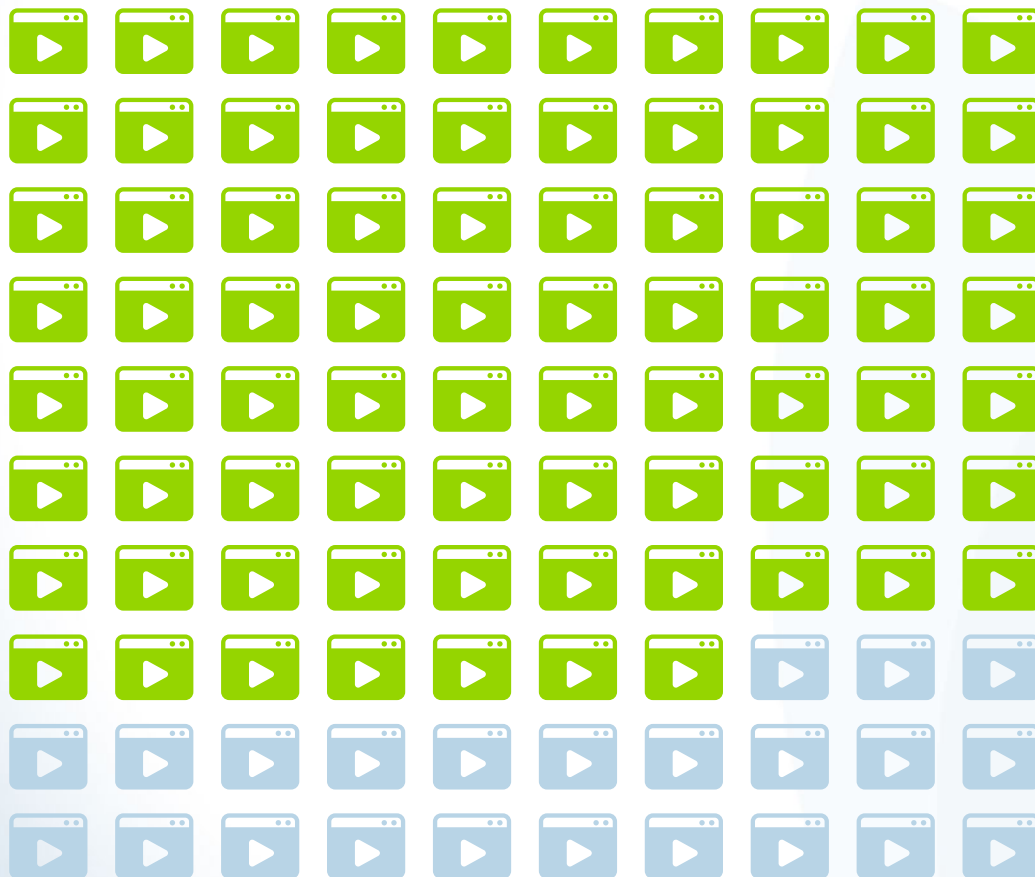
| Live Webinar

Video on the Rise

Video allows you to authentically connect with your audience. The majority of Notified customers leverage video in their webinars to drive engagement and retention.

77% of webinars use video

(Compared to 61% in 2019)



| Live Webinar

Webinar Live Engagement:



20 Questions are asked on average



88% of questions are asked *live*



70% of webinars have handouts



97% of survey responses captured during the live webinar

Pro Tips

Let's Be Real - Attendees Will Multitask

Why not offer opportunities for them to do so during the webinar? Here are a few ideas:



Sprinkle polls throughout the webinar

Start with a fun poll early in the session to gauge interest. Keep returning to the audience with questions to keep them engaged.



Include handouts

People consume content differently. Providing audience members with a relevant handout can help them absorb some of the information being shared or give them something to return to for a refresher once the webinar has wrapped up.



Launch a survey

Ask attendees to complete a survey live. Consider offering a prize to one lucky winner.



| Pro Tips

People Will Stay if They're Engaged

Allow attendees to interact with each other in real time:



Leverage emojis

Not all of your attendees are comfortable participating in the chat but emojis give them the opportunity to express thoughts and feelings, building virtual buzz along the way.



Give your attendees an option to schedule a 1:1 meeting

Your attendees may want to discuss things after the webinar wraps. Don't let their attention drift. Provide an opportunity to sign-up during your webinar. This is also a great way to qualify your audience during demand-generation webinars!



| Post-Webinar

It is easy to wrap up your webinar and quickly jump on to the next. But, there are tons of opportunities to re-purpose and maximize the impact of your webinar content that you put so much time and effort behind.

Here are a few ideas to extend the life of your content:



Add it to your marketing nurture and sales outreach

Assuming the content is still relevant, continue to encourage stakeholders to attend the webinar on demand.



Develop short-form content

Turn audience questions into a blog post, a series of social posts, or an FAQ document that can be shared externally.



Develop long-form content

Write white papers, articles, or re-purpose video clips. Your audience consumes content differently. You can extend your reach by offering the webinar in a variety of different formats, giving your content new life and letting you to engage with your audience year round.



| Pro Tips

Attendees Take Action When They're Engaged Most

Take advantage of those opportunities right when the session concludes.

Webinars provide great opt-in opportunities during and after the live session. Once attendees are in your webinar and receiving value, they are more likely to provide wider opt-in consent. A smartly timed survey or call to action to request a demo or white paper can significantly grow prospect lists.

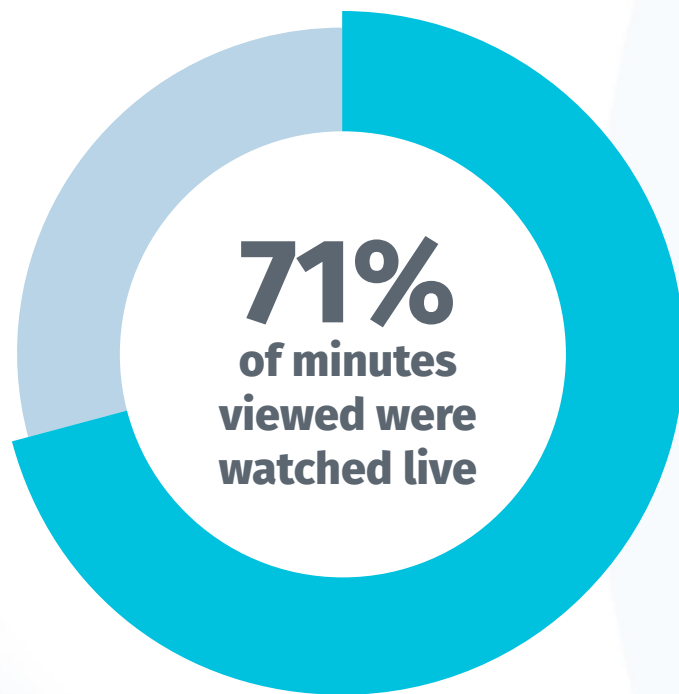


Virtual Events Benchmark Data

More than 179 million minutes were viewed on Notified Event Platform.

That is equivalent to streaming the *Stranger Things* finale 1.2 million times.

These virtual events are essential for connecting with dispersed global audiences whether it is an annual meeting, user conference, industry event or a sales kickoff. Notified's customers leverage Event Cloud to host highly interactive multi-day and multi-session virtual programming with an immersive experience for large audiences. Read on to learn how the tools are being used.



Pre-Event

Build Anticipation for Your Audience Leading up to the Live Event

Over two-thirds of all viewers register for your event over a week in advance and additionally, **the average promotion time of an event has increased to 56 days, compared to 50 days in 2019.** Be sure to take a look at when your audience is registering and begin your promotions early to ensure they attend live.



56 days is the average promotion time of an event (compared to 50 days in 2019)

| Pre-Event

Increase pre-event engagement by:



Conducting surveys and polls

Incorporate polling and short questions to ask your audience what they want to see, do, hear, and experience.



Promoting your event on social media

Promote your event on social media and incentivize attendees to share on their own profiles by entering them into a raffle.



Strategically revealing the agenda

Create a cadence of speaker announcements and event highlights to build buzz and community around your event.



Publishing teasers and talks

Have speakers and sponsors record or stream small nuggets of information about themselves or their sessions to promote the event on social media.

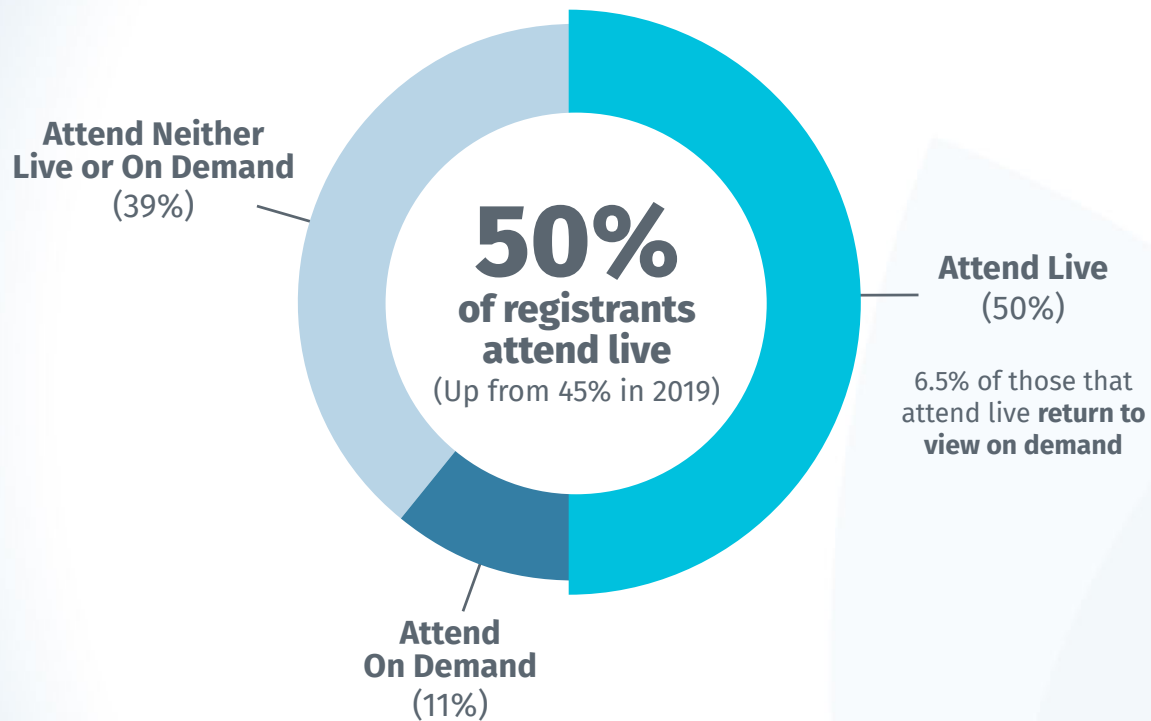


Sharing a press release

Send a press release to announce your event and maximize the buzz.

Live Event

Registration & Attendance



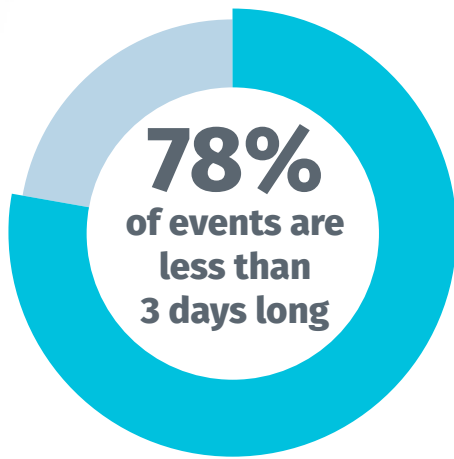
Viewers are embracing the nature of LIVE events in greater numbers.

Why not offer activities for your attendees to participate in polls, surveys, or send them a care package to keep their attention focused on your live event?

Live Event

Event Content & Programming

Allow your attendees to help co-create the experience with you. Collect data on what their interests are, how they like to consume content, and what they want to get out of your session to design an event agenda that your attendees will get the most value out of.



30 Sessions
on average per event



31 Booths
on average per event

Good events have a singular goal and provide unique content suited to the needs of your audience.

Additionally, they:

- Are flexible
- Provide space for dialogue and questions
- Nurture audience engagement

Be smart and let the content lead the format, not the other way around.

Even in a virtual event, there are still numerous ways to convey information. User conferences might be heavy on small-group discussion sessions to allow user-to-user engagement while a thought leadership event may rely heavily on keynote presentations.

Design an experience that's catered to your audience's needs and makes it worth their time.

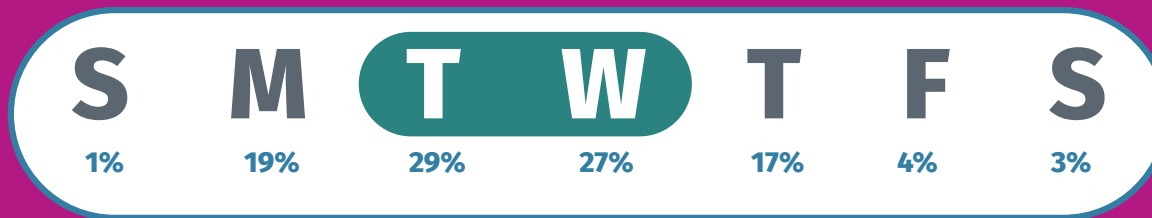
Live Event

Popular Virtual Event Days & Times

Virtual Events typically include 1-2 live days, followed by the on-demand period. Events that are scheduled for multiple days tend to start earlier in the week, with **Tuesday** being the most popular.



Tuesday & Wednesday are the most popular days to host a virtual event.



(excludes year-round experiences)

| Live Event

Use of Mobile to Access Virtual Events

19% of attendees access virtual events from a mobile device

iPhone Users (58% of mobile users)

Android Users (42% of mobile users)

Attendees can access content at **any time from anywhere** on **any device** on their preferred browser without sacrificing any features from the desktop experience. We have even seen at in-person events that attendees will be present at the event, but take a break to check out the content offered digitally from their mobile devices.

Although a majority of your audience is still viewing from their laptop and desktop computers, smartphone and/or tablet device usage continues to grow—so be sure your content is optimized for this format.



| Live Event

Live Engagement

We see high levels of engagement during the live event – the chat lights up, polls are answered, questions are consistently being asked throughout and it is something that draws you in. The live engagement also allows for speakers to connect with the attendees on a more personal level and allows them to get to know the participants and shape content that the viewers want to see and react to in real time.



20 Speakers
the average number of
speakers per event
(Up from 6 per event in 2019)



Over 1 Million
unique booth visits



228 Questions
asked on average



112 Million
total minutes spent
playing in-event games

The virtual event audience is seeking a dialogue between event participants, speakers, and sponsors.

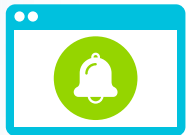
The high volume of questions asked along with the prevalence of text and video chats indicates that attendees are looking to share ideas and build connections. Events are not only about knowledge transfer, but also about meeting other people, collaborating, and growing together. Offer opportunities for attendees to engage with one another, sponsors, and speakers.



Pro Tips

Help Your Attendees Out

Point out valuable information and sessions to help them out on their event journey.



Leverage in-event notifications to inform attendees about activities happening in different spaces within the virtual environment.



Short videos are also a great way to let your audience know about major highlights at the event.



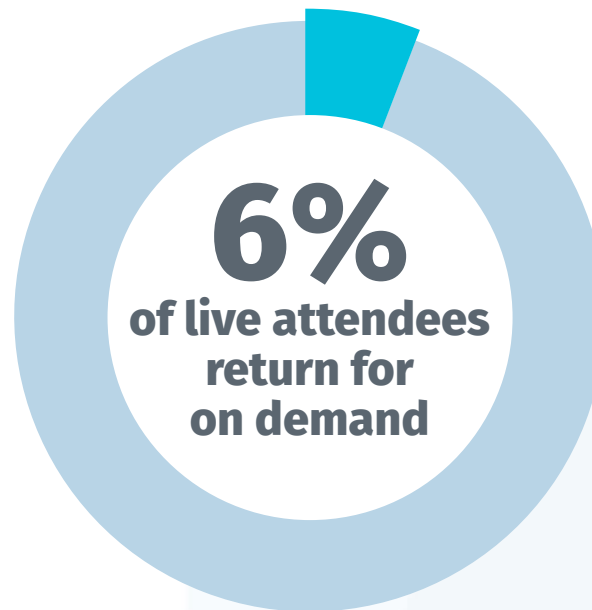
| Post-Virtual Event Data

Just because your registrants didn't attend your live event, doesn't mean they don't want your content.

When your audience registers for your event but doesn't attend the live session, that means they are interested in the topic but just want to consume it in a different format.

Give registrants and attendees a reason to come back by:

- Keeping the content fresh
- Hosting small-group panel discussions
- Planning a series of thought leadership sessions
- Scheduling networking activities



While you should always strive to direct your audience to the environment, it is a best practice to reinforce and re-purpose content through other channels.

Here are a few tips:

- **Package your on demand content** into content themed bundles for easy access.
- **Reuse relevant content** to create a community, or populate an existing community.
- **Plan a blog series** based on the content delivered during the event.
- **Create video highlights** from your on-demand content and share them on social media.

5 Key Takeaways

1. Increased Event Promotion

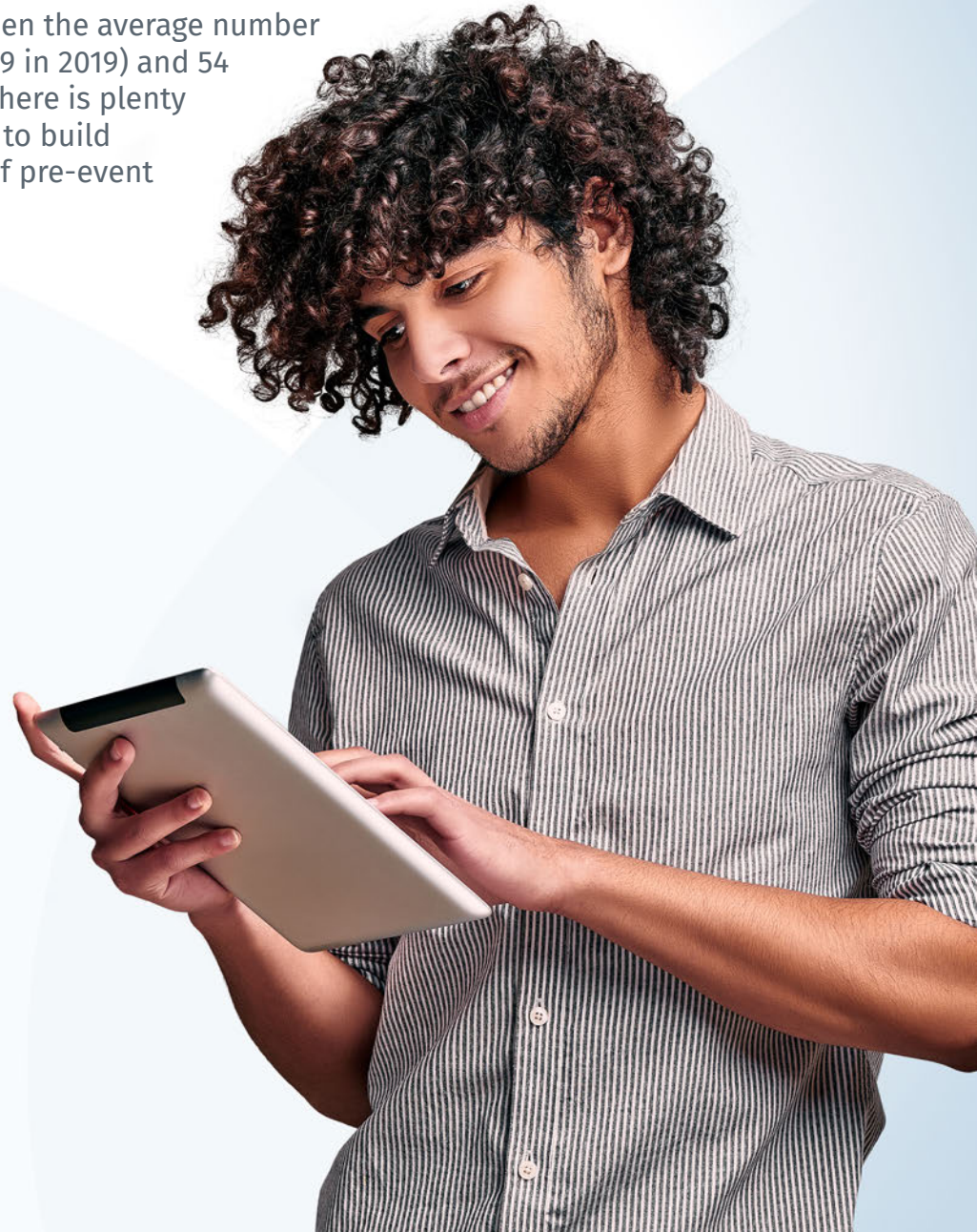
Attendees are registering for events farther in advance. We have seen the average number of promotion days increase to 44 days for webinars (compared to 39 in 2019) and 54 days for virtual events (compared to 50 days in 2019). That means there is plenty of time for engagement leading up to your live event. Use the time to build anticipation for your audience leading up to the live event. Think of pre-event engagement as the “event before the event.”

2. Live Attendance Growth

65% of webinar registrants attended live (compared to 39% in 2019) and 50% of virtual event registrants attended live (compared to 45% in 2019). Viewers are embracing the nature of live events in greater numbers. Events are not only about knowledge transfer, but also about meeting other people, collaborating, and growing together. Offer opportunities for attendees to engage with one another, sponsors, and speakers.

3. Experience-Driven Content and Programming

Effective events have a singular goal that provides their audience with unique content specifically curated for them based on their needs. Let the content lead the format, not the other way around. Even in a virtual event, there are still numerous ways to convey information. Design an experience that is catered to your audience’s needs and makes it worth their time.



5 Key Takeaways

4. Sponsorship and Monetization Opportunities

Creating meaningful engagement between sponsors and attendees. Sponsors want more from your event than just a booth, they want to be a part of the conversation. Use your program to create a shared experience between sponsors and attendees – the relationships built will lead to a justified ROI.

5. Post-Event Follow up

When people register for your event but don't attend the live session or watch on demand, that means they want the content, just in a different format. There are tons of opportunities to repurpose and maximize the impact of webinar content. Find ways to repurpose your content whether it is in a blog series, FAQ doc, or nurture them with a set of follow up emails with similar content they might enjoy.



Relevant Resources



Guide:

How to Plan Events in a Hybrid World

Your guide for designing engaging experiences and building community

[Download Now](#)



Webinar:

How to Turn Webinars into Demand Generation Machines

Learn why 75% of marketers rate webinars as a top performing channel for driving demand

[Watch On-Demand](#)



Webinar:

2022 Benchmark Data: Virtual Events & Webcasts

Get the latest data so you can craft a winning event/webinar strategy in 2022

[Watch On-Demand](#)

| About Notified

Notified is the world's only communications cloud for events, public relations, and investor relations to drive meaningful insights and outcomes.

Notified Event Cloud lets you create unforgettable experiences to build brand and community engagement. It's the world's most comprehensive end-to-end event technology and related services to power the creation and management of events.

Notified PR Cloud helps you optimize brand value, increase earned media, and drive meaningful business impact. Reach global audiences, monitor brand sentiment, send GlobeNewswire press releases, and measure success.

Notified IR Cloud lets you manage stakeholder communications and regulatory requirements to maximize shareholder value. Tell your investment story with high-impact, multichannel solutions – earnings announcements, press releases, webcasting, virtual events, and IR websites. Visit [Notified.com](https://www.notified.com) to learn more.

