ClickMeeting

State of Online Events

How has the market and its users changed?
2021 in brief

Data from over 2 million online events and our surveys

ClickMeeting

The year 2021 belonged to online & hybrid events!

In many ways, 2021 resembled 2020. Business and education worldwide once again had to face the constraints of the COVID-19 pandemic. As a result, a significant number of events and initiatives had to move to virtual reality. And they are going to stay online!

At the same time, these two periods differed a lot. First of all, sanitary restrictions in many countries were less severe. At least a partial return to offices or lecture halls became possible. Besides, both the organizers and attendees of the events had already had a chance to verify their expectations and the possibilities offered by technology. We have learned to use the available tools and have become more familiar with new ways of communication.

One thing is certain: webinars and online meetings have become an important part of our lives.

In the State of Online Events report, we took a closer look at virtual events. You'll find information on how we used online communication last year and what trends will define the future of the industry.

Let's get started!

Key findings

In 2021, the ClickMeeting platform hosted **1,953,406 events with 26,603,480 attendees. That's an average of 39,393 events per week!**

On average, a webinar lasted **98 minutes**, and an online meeting lasted for **66 minutes**. This is an increase of as much as 20% over the previous year!

Most events were held on **Tuesday**, with **Wednesday and Thursday** coming next.

Organizers' favorite hours were **3 p.m. and 4 p.m**.

The most used feature of the ClickMeeting platform was the **presentation** - which was used **55.12%** of the time. Screen sharing was the second most used feature (**17.01%**), followed by the interactive whiteboard (**5.98%**).

In total, our users earned 1,767,427 USD on paid webinars. The record-breaker generated revenue of over **26,687 USD** on a single event.

Online events are a part of our lives

The outbreak of the pandemic took many entrepreneurs and educators by surprise. In a short period of time it became necessary to move most of the activities to the virtual space. Unfortunately, not everyone was properly prepared for this.

The year 2020 remarkably accelerated the pace of communication digitalization. **Globally, we observed almost 370% more events and participants than the year before the pandemic outbreak**. Thus, we can talk about a real revolution!

*How does 2021 compare to 2020? The data clearly shows that various online events - webinars and meetings - have become a significant part of our daily lives. **The scale of growth in comparison to the period before the pandemic is enormous, and amounts to over 300%!** At the same time, both organizers and participants are definitely more aware of their needs and expectations. Some of them - as they are able to partially return to offices and classrooms - have also changed their approach.*

While rapid transformation played a key role last year, today, we often try to balance real-world and virtual meetings. Customers have also become well aware of the tools available on the market. For many platforms, the pandemic years 2020 and 2021 were trying times.

Dominika Paciorkowska – Managing Director & Board Member at ClickMeeting

Events

627 033	2019
2 316 074	2020
1 953 406	2021

Attendees

8 504 770	2019
30 779 244	2020
26 603 480	2021

Different types of events

Online communication tools let you bring different types of events to virtual reality.
So you can easily meet with your team, hold a board meeting, give a lecture,
or create a webinar that will prove helpful to your marketing efforts.
Let's take a closer look at the types of events hosted by our users in 2021.

Online meetings

A format that works especially well
for collaborating with your colleagues.
You can bring together a group of
people to see and hear each other.
What's more, they gain access to
interactive tools that make effective
collaboration even easier. This way
you can also run workshops or typical
lessons which depend on the direct
involvement of your students.

At your disposal are, among other
things, screen sharing and presentation
mode, virtual whiteboards and polls.
Organizers and presenters can
easily manage shared content, turn
microphones on and off, and manage
video and screen sharing.

**2,014,981 attendees participated
in 779,020 online meetings on the
ClickMeeting platform in 2021!**

Webinars

Webinars are becoming more
and more popular. Thanks to their
modern form, they are suitable for
various types of activities. Not only
educators, but also business, marketing
and PR professionals benefit from
them. They make it possible
to implement complex strategies
and create a professional image
for brands and independent experts.

Although webinars are associated with
live events, this is not always the case.
Automated and on-demand webinars,
which do not require the direct
presence of presenters and audiences
at the same time, offer additional
possibilities. A set of tools are available
to support promotional activities,
attractive content presentation and
audience engagement. These include
CTA buttons, streaming on YouTube

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or Facebook, chat, virtual whiteboards and Q&A mode.

- Number of live webinars **1,126,132**
- Number of automated webinars **131,571**
- Number of on-demand webinars **10,546**

Automation is growing in popularity. To compare: the previous year we hosted **106,478 automated webinars and 8,759 on-demand webinars**.

> **In 2021, webinars on the ClickMeeting platform attracted a total of 22,371,940 participants!**

Paid Webinars

An effective way to monetize webinars is to sell access to the event. It's very simple thanks to integration with fast and secure online payment services.

This way of sharing knowledge became especially popular during the pandemic period. Millions of people around the world have learned that gaining knowledge does not have to involve being physically present at a specific location. With the automation of events, time is also becoming a lesser constraint. You can easily set up a course to be available at any time.

> **In 2021, 3,364 paid webinars were hosted on the ClickMeeting platform.**

How much can you earn this way? The numbers are really impressive! **Our customers have collectively earned 1,767,427 USD.** The record holder from the UK has earned the equivalent of over 26K USD!

ClickMeeting

Online events on a huge scale

Webinars allow you to engage up to
a thousand participants at once.
So in most cases, this format will
be sufficient for even a large event.

If you want more, no problem: with
the help of webcasting technology
**you can organize an event for
up to 10,000 people!**

This option is often used by organizers
of large international conferences.
During the pandemic, it is often the only
solution to make such events happen.
However, they actually offer more
possibilities. First of all, they allow
you to gather audiences from all over
the world. It also becomes possible
to organize hybrid events, which are
gaining increasing popularity.

**In 2021, 1,126 large-scale events
using webcasting technology
were organized through
ClickMeeting.** In 2020,
we hosted 842 huge events.

# Objectives of events in 2021

It is high time to take a closer look at the purpose of online events. This makes it easiest to see how virtual events support different industries and activities. We've broken them down by some of the most important sectors. You should also be aware that many clients used different types of events and achieved different goals through them.

Educational activities

Traditionally, various types of initiatives related to education were the most popular, accounting for **41.3% of the events held on the ClickMeeting platform in 2021**. At the same time, this sector is very complex. A significant portion of the events were organized by educational institutions, including public schools and universities, which mainly used remote or hybrid channels due to the pandemic. Among other things, it was possible to hold classes in smaller groups or lectures for large audiences.

Independent trainers, educators and smaller training companies also fell into this category. They provided, among other things, private lessons, training and courses, thanks to which thousands of people could develop and gain knowledge from anywhere in the world. What did our clients do? In addition to standard topics like language classes, school lessons, or professional training, courses were held for childbirth school programs, dog training and even goalkeepers.

Sharing knowledge is also an important part of business development. In a separate subcategory, we have included various types of internal activities used by companies to train their own staff. This includes different kinds of employee

41,3%	Educational efforts
11,1%	In-house trainings
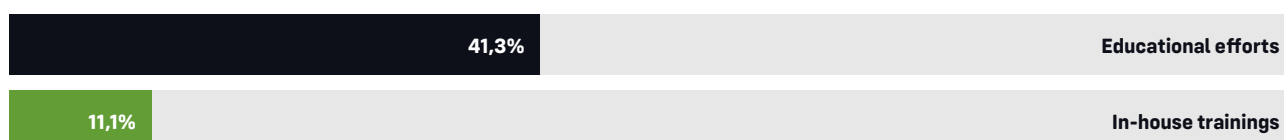
training and onboarding processes. These types of events accounted for **11.1% of all events** that took place in ClickMeeting in 2021.

How do educators use online events?

Webinars were created to support education. In fact, they have a long history: the first events of this type were organized as early as the 1980s, and by the mid-1990s they were increasingly used in public and private educational institutions. e-Learning has developed significantly thanks to technological progress.

Nowadays, it is not only a supplement to classroom teaching or an „emergency solution" allowing to operate in special conditions, such as COVID-19 pandemic. It also makes it possible to conduct the whole education cycle in a comprehensive way. A great example of a university that allows you to get an education online is the Polish Virtual University, which has been educating students remotely since 2002, and so far, more than 20,000 graduates have studied within its virtual walls!

The educational sector is very diverse. It is made up of public and private educational institutions as well as non-profit organizations and private initiatives. How do they benefit from webinars and online meetings?

It was important for us to make the registration process and participation in our online conferences as easy as possible for our target group. Through our digital events, we were able to gain more reach and generate many new contacts and leads in 2021. We were also able to transfer our panel discussions very well into the digital space with the help of ClickMeeting. For 2022, we plan to implement the first hybrid events with the help of the tool.

Melanie Abmeier - August-Wilhelm Scheer Institut

Of course, the needs of organizations are not limited to the knowledge transfer. Our clients use the platform to organize, among other things:

- Staff meetings
- Meetings with students or their parents
- Open days to promote the brand and reach out to new students
- Open events (e.g. lectures) addressed to all interested parties
- Recruitment interviews
- Academic conferences
- Seminars

Marketing and sales

Webinars are playing an increasingly important role in brands' marketing and sales strategies. They can serve as a basis, or supplement content marketing, PR and employer branding activities. Used skillfully, these can be used to acquire leads, ensure their quality and even finalize sales directly. Content created in this way can be used at different stages of the sales funnel and in different forms.

According to our data, **19% of all events were marketing and PR webinars and meetings**. In this category we counted promotional events organized by companies and independent experts, including thematic webinars, open days and demonstration lessons.

16% of events, on the other hand, supported direct sales. These included product demonstrations and offer presentations.

19%	Marketing & PR events
16%	Sales
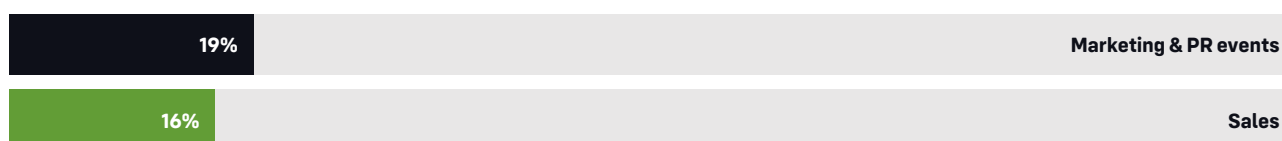
Webinars in marketing, sales and PR

Modern marketing is all about content and video formats. Webinars are a perfect fit, and more and more experts are beginning to recognize this. Webinar marketing is seen increasingly as a separate - and highly effective and interdisciplinary - method of promotion.

> **Webinar marketing** – a set of activities that use webinars and online events in the marketing strategy of brands - is widely used in modern marketing. It supports lead generation, lead nurturing, PR, PB and EB activities. It also works well in direct sales activities.

How can it be used in practice? Creating a valuable webinar allows you to reach new groups of recipients. And as early as at the event registration stage, you can include a clause that allows you to gain sales leads. Building a long-term strategy, on the other hand, makes it possible to properly take care of relations with potential customers and convince them to make a purchase decision. Thanks to modern platforms such as ClickMeeting, most of the processes can be automated.

You can use, for example:

- **Before the event:** automated invitation sending, personalized registration page, invitation design and waiting room
- **During the event:** streaming on YouTube or Facebook, CTAs, Q&As, and surveys
- **After the event:** transferring attendees to your landing page, thank-you emails (with a recording of the webinar, if you like) and statistics to improve your strategy

Webinars make for a powerful solution that fits into the broader concept of inbound marketing. In the industry I work in, namely SEO, I observe frequent use of this format to generate leads, but that's not all. Particularly significant, in my opinion, is the impact of webinars on building a knowledgeable, reliable brand. Educating the market (I recommend in this context, for example, the channels of Senuto, Ahrefs, Semrush or Surfer on YouTube) is an excellent way to demonstrate that you actually know something. The old saying goes that if you can't explain something, you probably don't understand it well. So if a company representative (or an expert engaged by the company) lectures in detail about a topic for an hour or two, it undoubtedly builds brand reputation. Of course, it's a challenging format, but it's certainly worth the effort. And last but not least, the video format itself is already a solid standard, and it's undoubtedly the form favored by users.

Szymon Słowik – founder of SEO agency takaoto.pro and co-founder of TarantulaSEO.com - a company specializing in link building

Online meetings

Online meetings are a separate category of events, accounting for **12.6% of all events conducted on ClickMeeting in 2021.**

They are used by a wide variety of organizations for team meetings, business negotiations, quick updates and customer conversations, as well as board meetings, school board meetings, and parent meetings organized by educational institutions.

Virtual events in 2021

How often, how long and when?

How many events per week?

The year 2021 was exceptionally busy. On average, there were as many as **39,393 online events per week.** That's somewhat fewer than the previous year's record-breaking number, when face-to-face meetings were basically impossible. Still, this represents an increase of over 320% since the pre-pandemic period!

Average number of events per week

12 172		**2019**
44 540		**2020**
39 393	**+320% more than in 2019**	**2021**

Duration of the event

Are we tired of meetings and other online events? Perhaps, but - remarkably - we saw an increase in average session time in 2021!

6 6 minutes

Online meeting

9 8 minutes

Webinar

In 2020 it was 55 minutes for online meetings and 82 minutes for webinars respectively!

Of course, the duration of events depends on many things. Our clients organize short status meetings on the platform on the one hand, and long negotiations or conferences on the other. We can also see differences between the different markets. In France, the shortest events were held: the average meeting there lasted 50 minutes, and a webinar 74 minutes. **The longest events were organized in Russia and Ukraine, the average meeting lasted 101 minutes and the average webinar 95 minutes.** Poles were in the middle of the pack, with 58 minutes spent on meetings and 89 minutes on webinars.

Overall, how much time did users spend during the events?

The main advantage of virtual events is flexibility. This is especially true for webinars: participants can join at any time and log off whenever they feel like it. In addition to the duration of the event itself, it is also worth monitoring the average time spent by attendees. Here, too, we see a significant increase since the previous annual report!

5 0 minutes

Online meeting

5 5 minutes

Webinar

In 2020 it was 35 and 40 minutes respectively. Again, the differences between the different markets are also evident. It is worth taking a look at them:

Average event duration (minutes)

	USA & Canada	DACH	France	Spain	Russia, Ukraine, Belarus, Kazakhstan	Poland
Meetings	33	49	37	34	80	51
Webinars	104	37	35	32	44	50

Residents of the USA and Canada spend the least time during meetings, but definitely more time on webinars. This also demonstrates the popularity of the format in the North American market and the significant trust that users have in it. The most engaged in meetings are - again - Russians, Ukrainians, Belarusians and Kazakhstanis. The average user from Poland participates in a meeting for 51 minutes, and in a webinar for 50 minutes.

What conclusions can be drawn from this? First of all, **meeting participants differ significantly from webinar attendees**. The second format is based primarily on interest and voluntary participation. The length of engagement with a webinar therefore depends largely on the skills of the presenters and whether they are able to adequately engage the audience and encourage them to stay. At the same time, the lengthening duration of user sessions shows that this market is thriving and audiences are increasingly interested in online events.

The most popular days to host events online

When is the best time to host an event? Our data proves that, like the previous year, it's easiest to find time for work and study during the business week. **Most events were held on Tuesday, followed closely by Wednesday and Thursday.**

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
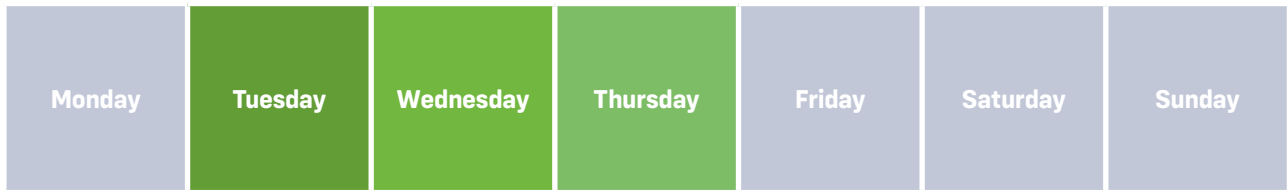
Of course, the meetings and webinars were also organized on other days. Monday was close to the top, with slightly fewer events planned for Friday, and the weekend being the least busy.
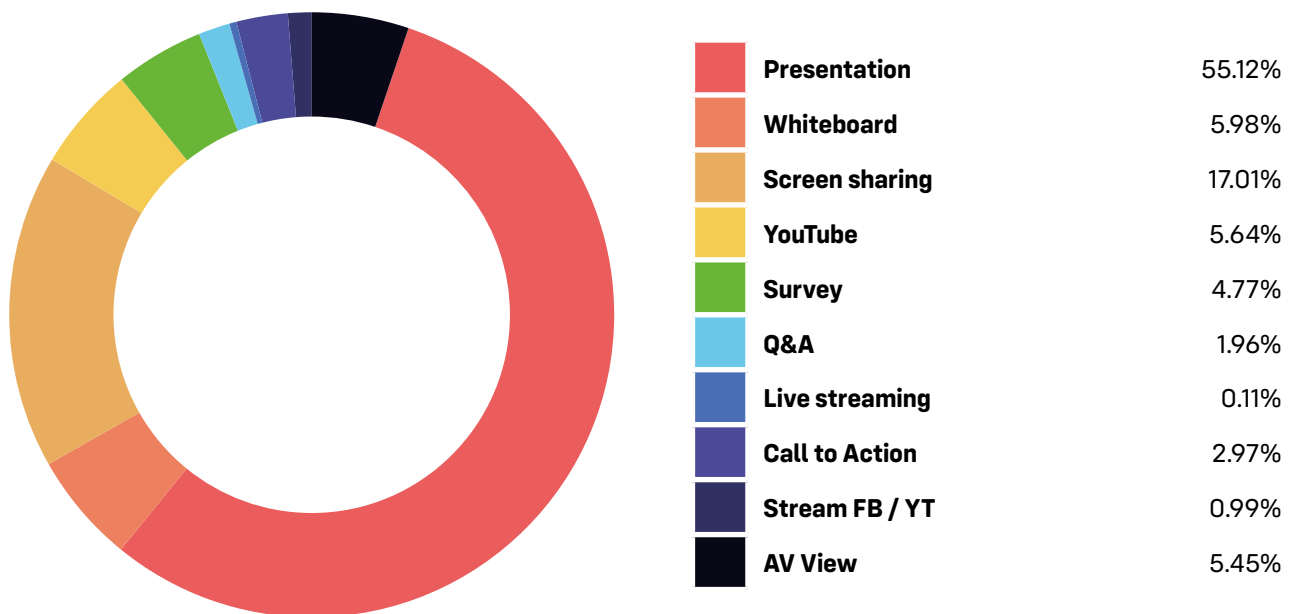
What time were the events scheduled?

Many organizers wonder what time is best to hold a meeting.
This is a very important part of the planning process. It largely affects attendee engagement and their willingness to participate in a webinar or meeting.
What times were the most popular choices in 2021?

15:00	13:00
16:00	09:00
07:00	12:00
14:00	11:00
08:00	10:00

As you can see, the **most popular was the second part of the business day**, but many events were also hosted in the morning. A lot of them were connected with organizing teams' work and accomplishing current tasks in companies or educational institutions. Similarly, in 2020, 3 p.m. was the most popular time, while 8 a.m. and 7 a.m. were also on the podium.

Which features were used most frequently?

Presentation		55.12%
Whiteboard		5.98%
Screen sharing		17.01%
YouTube		5.64%
Survey		4.77%
Q&A		1.96%
Live streaming		0.11%
Call to Action		2.97%
Stream FB / YT		0.99%
AV View		5.45%

The biggest advantage of online events over traditional meetings is interactivity. Transferring knowledge, sharing data and documents are really very simple. By using the available features, it also becomes possible to engage users and create captivating content.

As you can see, the **undisputed leader is the presentation tool**. It was used during 55% of all events. Screen sharing is also very popular, used in 17% of all events. The virtual whiteboard came next (5.98%). 5.64% of the events were enriched with video material from YouTube, while surveys and tests were used in 4.77% of cases.

Communication with attendees

An online event could not take place without the active participation
of the attendees! To make this possible, they obviously need to learn as much
as they can about the meeting or webinar and receive an invitation so they can
easily log into the room. Post-meeting communication is also very important:
it allows hosts to say thank you and send additional materials.

How does it look in numbers?

- In 2021, **21,007,128 emails with invitations to the event were sent**.
- **29,618,628 reminders about the event** were also delivered to attendees' inboxes.
- After the event, **12,118,932** thank-you emails were sent, which could also have
  been enriched with a personalized message, additional materials or a link
  to the event recording.

Evolution instead of revolution

Online events in 2021

Our statistics clearly show that **interest in various online meeting formats remains very high**. At the same time, it is slightly lower than in 2020, when we encountered the transfer of mass communication to the virtual world.

What are the reasons for this? Let's list some of the most important factors:

- The possibility of a partial return to stationary work or study
- Verification of the real needs and the channels to meet them
- Increasing share of stationary events
- Getting used to new communication methods and consciously developing procedures and selecting tools

Data analysis from Google Trends shows that interest in online meetings - both webinars and online meetings - was at a record high in the first and second quarters of 2020. After the pandemic broke out and the first restrictions were imposed, searches for these phrases increased by several hundred percent.
This is also reflected in the event and user numbers in our report
on the previous year

■ Web conferencing　　■ Webinar　　　01.01.2020 - 17.12.2021

Source: Google Trends

As time passed, we managed to get used to the new conditions. We very quickly learned new methods of communication and switched to the remote model. The interest in online events was also linked globally and locally to the subsequent waves of pandemics and the related restrictions.

How does this situation look today?

Phrases related to online events are being searched for less frequently than in 2020. At the same time, they have stabilized at a much higher level than before the outbreak of the pandemic, so we can talk about a new normal, a part of which are virtual meetings. We have moved from the stage of the revolution to consistent evolution.

> *The last two years have not been normal, they have been probably the most unnormal years recent generations have had to go through. We all long for "normal", but I believe that there will be no new normal, The abnormal will become our new normal. Our world is becoming more and more complex and, as a result, more volatile and uncertain. We all must adjust to this, especially in marketing. Billy Ocean sang "When the going gets tough, the tough get going". So toughen up and win the game!*

Martin Nitsche – Solveta GmbH

The advantages of virtual events are obvious. Greater accessibility, lack of barriers, and increased interactivity allow people worldwide to share knowledge or develop a business easily. On the other hand, they also have some disadvantages.

In 2021, we conducted some surveys that helped us learn more about the expectations of online meeting participants, as well as their concerns and the problems they face. Let's take a closer look.

Are we tired of online meetings?
Conclusions from our research

Online meeting fatigue is often cited in the general public. This is not surprising. The sudden switch from traditional communication to remote contact was quite a problem for many people. This was especially true for organizations that had not developed proper procedures.

The problems were related to various aspects. Technical issues did not come to the fore. Very often it was the behavior of other participants or organizational matters that affected the experience. We divided our researches taking into account several types of activities that event participants undertake in the modern world of business and education.

How do we assess remote working?

638 respondents took part in this survey. More than half of them worked remotely full-time and 26.65% used did so part-time. Only 16.77% of participants didn't work remotely, and 5.80% of participants said that it didn't apply to them.

At the same time, for more than 63% of respondents, remote working was an absolute novelty: they had no opportunity to use it before the pandemic outbreak. 28% of the survey participants had partially worked from home before, and almost 8% had also carried out their duties this way before.

The most interesting statistic concerns the evaluation of remote working.

**Would survey participants want to use it even after the pandemic is over?**
The vast majority say yes! At the same time, some people prefer a hybrid model, in which remote work is combined with occasional visits to the company's headquarters.

Do you want to continue working online after the pandemic?

54,22%	Yes
8,86%	No
34,60%	Partially
2,32%	Don't know
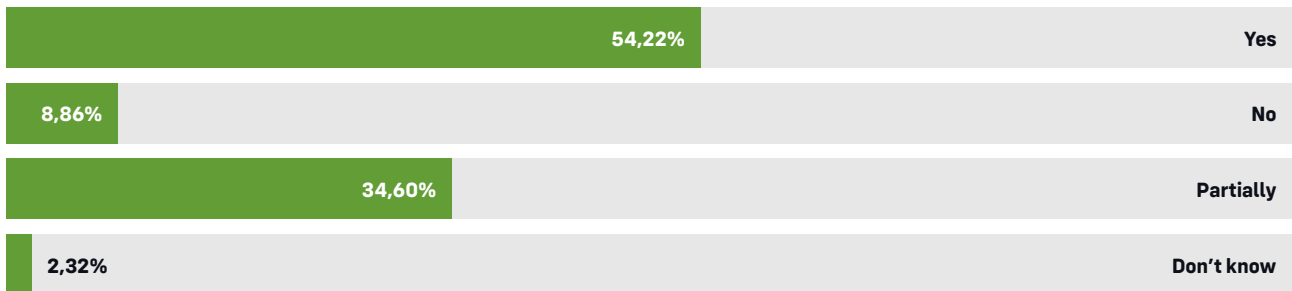
Remarkable: **effective remote working and learning does not require investment in equipment**. Nearly 93% of respondents reported having the necessary tools at home. A slightly bigger problem is providing optimal conditions, including the necessary space. 63% of participants say that they have them, 31% believe that they are partially satisfied, and for 5.59% it is a serious problem.

Which working model would the employees choose themselves?

|	
62,05%	Hybrid work
23,66%	Remote working
13,62%	Stationary work
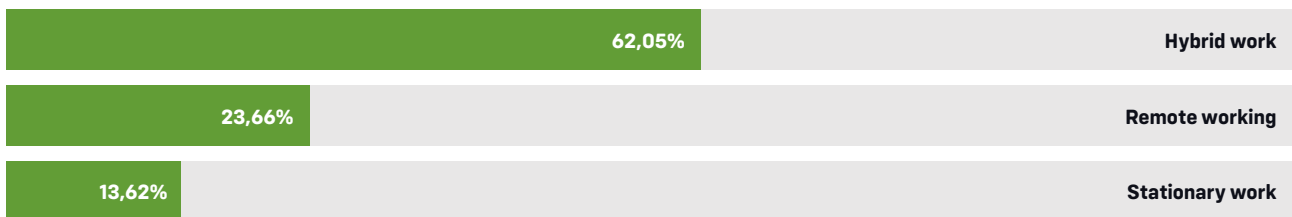
As you can see, remote work enjoys considerable popularity, and its undeniable advantages, such as not having to waste time commuting and higher comfort, overshadow certain drawbacks, including the difficulty of establishing and maintaining contact with colleagues.

Pros and cons of e-Learning

We also asked students and their parents about how they feel about remote learning. Of course, it is important to realize that this is a very complex phenomenon. Due to the pandemic, not only universities but also elementary schools, whose tasks are largely based on social skills training, had to switch to remote mode. This undoubtedly translates into an overall evaluation of these methods.
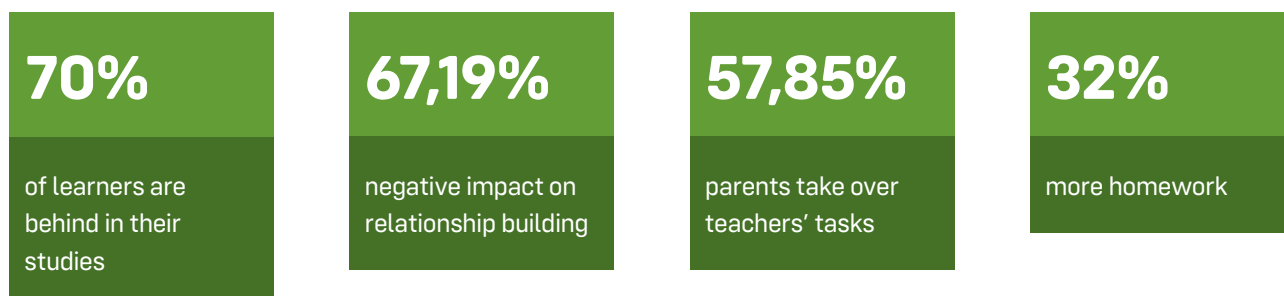
Is remote learning more challenging than on-site learning?

75%	Yes
21%	No
3,60%	Don't know
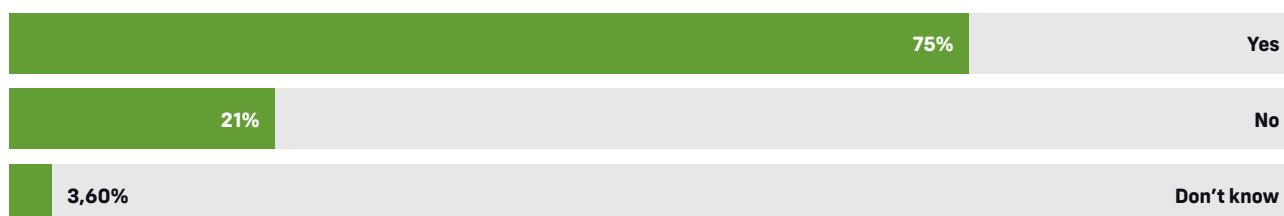
**An additional problem is the inadequate organization of the educational process.**
This is especially true for institutions that were not prepared for the transition to distance learning, and the pandemic came as a big surprise to them.

Disadvantages of remote education

70%
of learners are behind in their studies

67,19%
negative impact on relationship building

57,85%
parents take over teachers' tasks

32%
more homework

What is the reason for these problems? **As many as 65% of respondents believe that institutions are ill-prepared to implement remote learning!** However, the overall feeling towards this model is not negative. Once again, the most popular method is the hybrid mode, i.e. blended learning.

After the pandemic, should remote learning continue to be used?

17,89%	Yes
55,91%	Partially
24,28%	No
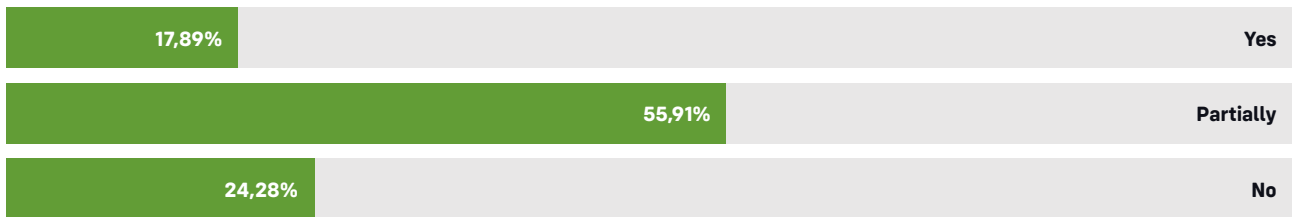
Savoir-vivre. What do we expect from the behavior of other attendees?

One of the factors that significantly affects the reception of online events is the behavior of presenters and attendees. It turns out that, in many cases, this is by far a bigger problem than technical issues.

In 2021, we conducted a survey on online meeting etiquette and crisis situations that attendees have encountered. How do they rate the behavior of others?

Do you think attendees in online meetings maintain the same good manners as in in-person meetings?

24,50%	Yes, often
15,59%	No
8,17%	More often maintain good manners than in a face-to-face meeting
28,71%	More often forget about good manners during online meetings
23,02%	Difficult to say

As you can see, **we often find that the behavior of others leaves much to be desired**. What are the reasons for this? Undoubtedly, replacing the office with a favorite armchair is not always suitable for shaping a professional image. Another problem is that there are no clear rules of etiquette in the world of virtual events. Most participants would expect their introduction.

Do you want clear etiquette rules for online meetings to be introduced?

|	
52,84%	Yes
20,39%	No
26,67%	I do not have an opinion
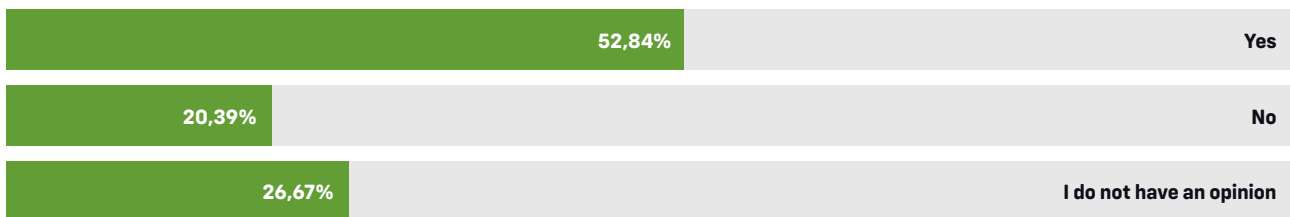
What distracts us most during events?

The factors that affect the perception of the event itself and the people participating in it are very diverse. At the same time, we have direct influence on most of them.

Here are the most important elements that respondents highlighted:

- Attendees and presenters not turning on the camera
- Skipping greetings and goodbyes
- Being busy with other things during the meeting, such as household chores
- Inappropriate dress
- Capturing clutter in the frame
- Lighting that is too bright, negatively affecting the quality of the image
- Disturbing the event by sounds coming from outside

During the past month, did you happen to dress at least once in:

|	
20,74%	pajamas
52,84%	tracksuit
57,28%	shirt or jacket
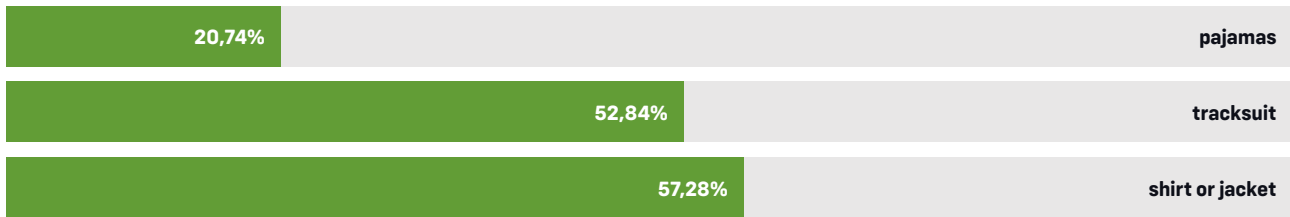
Tools useful during an event

Most problems can be easily controlled. To do this, first of all, take care of the area from which you are going to participate in the event. Choosing the right background and lighting will ensure undisturbed reception.

Also, use the features available in webinar and online meeting platforms.
By muting the microphone when you're not speaking and using the "raise your hand" option when you want to say something, you can keep the hustle and bustle under control.

Do you use the "raise your hand" option in online meetings or do you just speak up?

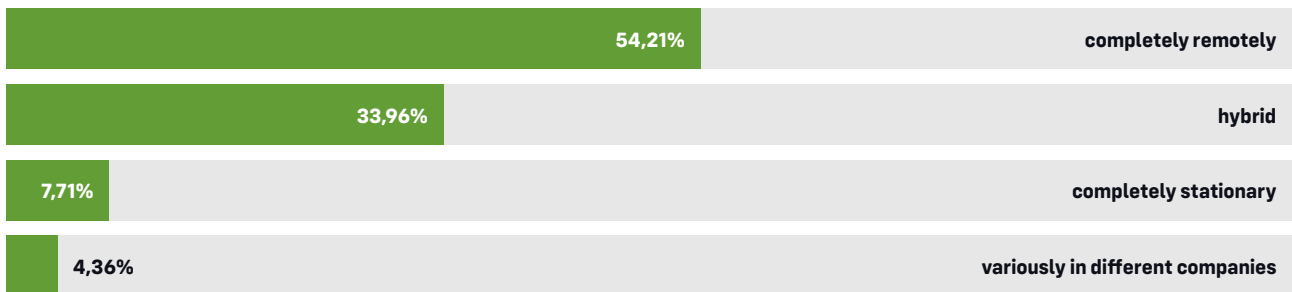|	
53,47%	I simply raise my hand
46,53%	I use the "raise your hand" option
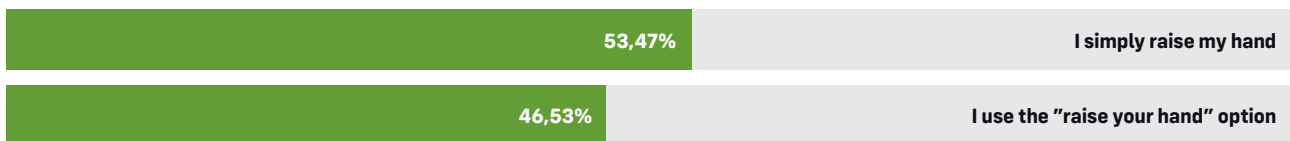
Learn more about online meeting etiquette in our free guide.
Download it for detailed statistics and practical advice
to help you handle any situation!

Remote recruitment in the candidates' eyes

Nowadays, most business communication has moved to online channels. Hiring processes are no different. We surveyed 552 people in our "What do you think about remote recruitment" study. 58.51% of them had participated in a recruitment process within the last year. How did it go?

How did the recruitment process take place?

54,21%	**completely remotely**
33,96%	**hybrid**
7,71%	**completely stationary**
4,36%	**variously in different companies**

As you can see, the **vast majority of recruitment processes used a remote communication model**. This is not surprising - it not only allowed for efficient operation during the pandemic, but also significantly improved the recruitment process itself. At the same time, remote recruitment had been used before, although to a much lesser extent.

Did you participate in remote interviews before the pandemic?

37,85%	**Yes**
58,04%	**No**
3,10%	**Do not remember**
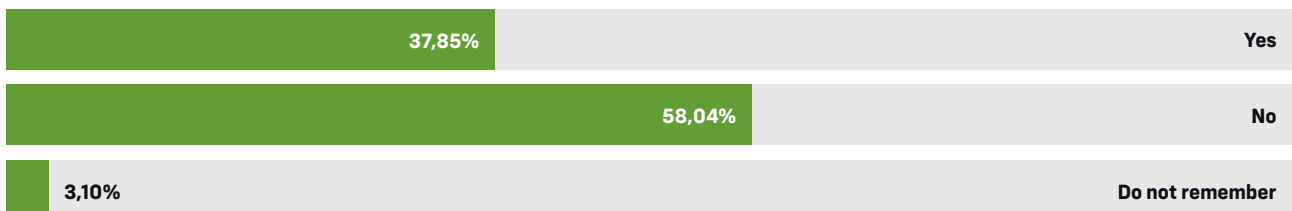
Tools used during a process

What tools were used during the process? The appropriate software becomes crucial. It allows recruitment to proceed in an optimal way and makes communication and sharing of additional materials extremely easy. However, recruiters also use other communication methods in parallel.

What communication channels were used during the recruitment process?
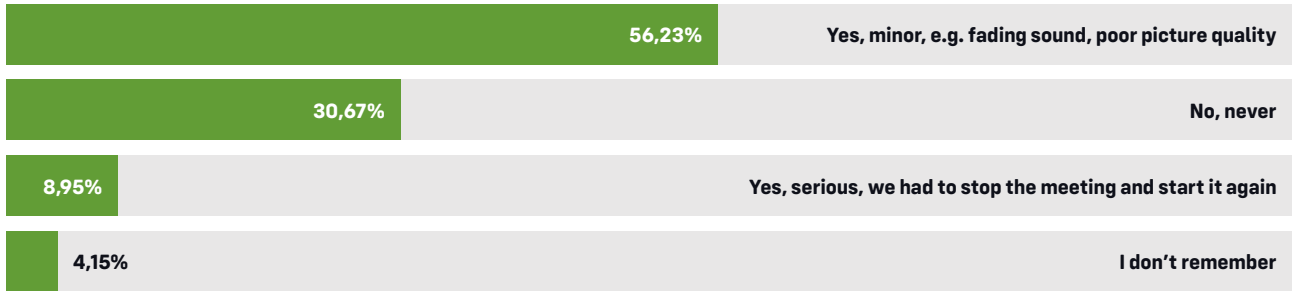
63,32%	Online meeting tool
52,35%	Phone conversation
31,97%	Mail
31,97%	Live interview
3,45%	Other
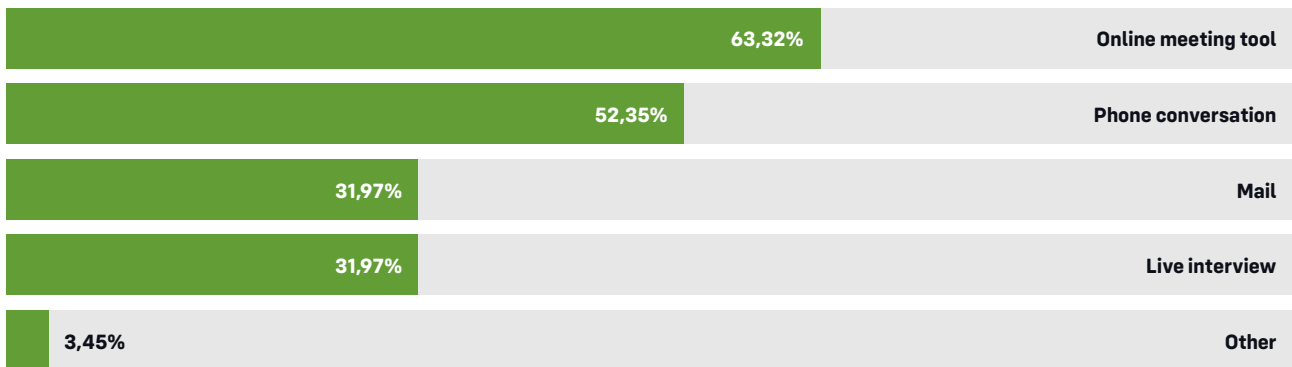
From the candidate's perspective, remote recruitment has several important advantages. These include **time saving - this option was indicated by 57.14% of respondents** - and the possibility to participate in the recruitment process from any location (23.70%). In addition, 6.17% of remote recruitment process participants point to lower stress than in live meetings, and 3.9% appreciate the less formal atmosphere. Interestingly, for 7.14% of respondents an important advantage is the opportunity to use previously prepared notes.

Technical issues do not interfere with the meeting

Although as many as 47.56% of respondents consider the risk of technical problems to be a significant disadvantage of remote recruitment, in fact these are not frequent at all. Even if they do happen, they rarely make it impossible to hold a meeting.

Have you ever had technical problems during an online recruitment meeting?

56,23%	**Yes, minor, e.g. fading sound, poor picture quality**
30,67%	**No, never**
8,95%	**Yes, serious, we had to stop the meeting and start it again**
4,15%	**I don't remember**

How has the tool changed?

Along with the growing interest, the functionalities of the platforms for webinars and online meetings are also developing. This evolution goes hand in hand with the expectations of the clients themselves. We all want to participate in more and more interactive and engaging events. At the same time, we see some issues and additional opportunities that we would like to take advantage of.

At Clickmeeting, customer feedback is a significant source of knowledge for us to build our product. They stand behind many of the solutions implemented in our tool. Users' opinions also help us ensure that the software is user-friendly and best suited to their expectations.

With customers in mind, we have created not only the biggest innovations, such as a desktop application, Breakout-rooms, and Edu Mode, but also many improvements, including integrations with other tools they use.

In some cases, these may seem very small, but they always greatly improve our customers' everyday work and meet their expectations. This applies, for example, to the way of starting the event and initiating recording, or granting attendees the right to speak, share the camera view, or screen share.

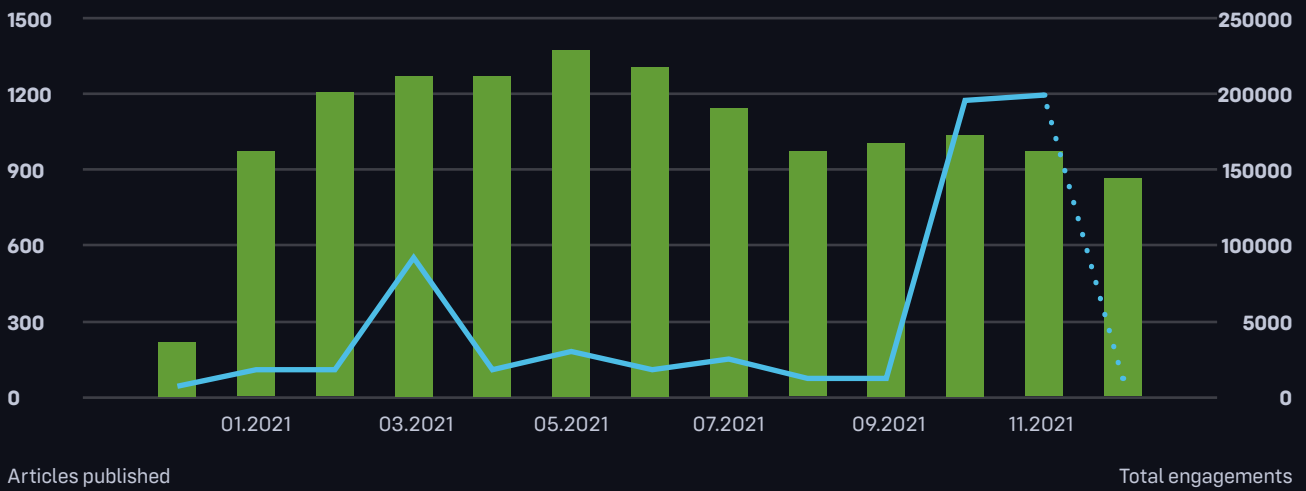**Rajmund Dziemaszkiewicz** – Product Director at ClickMeeting

In 2021, we introduced, among other things:

- **Tryb Edu:** the transition to remote education may have raised certain issues. For example, some students felt uncomfortable with sharing their image with their peers. Often participants were also distracted by each other, which made learning and teaching difficult. In Edu Mode, presenters can see all attendees, while attendees can only see the presenters. This allows them to focus on the content and gain a comfortable learning environment.

- **Desktop application:** using ClickMeeting does not require the installation of any software. All you need is a browser. However, some users - especially those who run a large number of online events - were expecting a desktop application. This way - in addition to the complete set of functions - they can also use, among other things, a virtual background and screen blurring options.

- **QR code:** switching between computer and mobile devices has become even easier. Simply generate a QR code in the event window and scan it with a smartphone, for example. This will allow you to continue your session without having to log-in again.

We have also implemented many other changes, including the 16:9 aspect ratio, integration with MS Outlook, a notification when the microphone is switched off, and a change in the recording start permission.

Latest Trends. This will be essential in the future!

The webinar and online meeting market is constantly changing. Also, it is becoming more and more applicable in the strategies of both independent experts and companies. What will play a key role in the foreseeable future?

Webinar marketing

Webinar marketing is becoming one of the most important trends. This is also reflected in the topic profiles derived from analysis in the BuzzSumo tool:

As you can see, this is one of the most pertinent subjects in the world of modern online meetings and marketing. This is supported by the growing amount of content and user engagement that appears on the topic.

Number of articles published   **total engagements**

Articles published

Total engagements

Of course, with theory comes practice. As we've already demonstrated, marketing and sales-focused webinars make up a significant portion of all ClickMeeting events. No surprise there. It's a format that works very well in today's world and effectively supports a variety of promotional, marketing, branding, and direct sales campaigns. It will undoubtedly play an increasingly important role in brands' marketing strategies.

> We know that instead of focusing on our companies and our goals, we should place the customer and their needs at the center of marketing and product design – that's user-centric marketing. But how to do that? How to find out more about our clients and their goals. You should meet them and talk to them. Invite them to a webinar and talk to them online. The future undoubtedly belongs to video.
> Webinars provide direct contact between the presenter and the audience, so in this respect, they hold a significant advantage over asynchronous models. On the other hand, the material created during a live meeting can also be used during other activities and in entirely different channels. Webinar marketing, therefore, allows you to effectively reach your audience, obtain valuable leads, ensure their quality, and simultaneously shape your expert image. Moreover, with modern platforms, most of the necessary activities can be automated.
> The combination of these factors makes it one of the most important trends in marketing and image-building activities.

Tomasz Bołcun – Brand Manager at ClickMeeting

Hybrid events

The pandemic necessitated a shift to online events. The period that follows will rely significantly on hybrid models. This applies to almost all formats.

The change, which we can call the new normal, will also permanently define how our relationships will present themselves, how we will work and acquire knowledge.

According to our research, most people already prefer communication that combines virtual channels with the opportunity to meet face-to-face.

Hybrid events make it possible to combine these two elements during a single session. Our clients are now increasingly organizing both large international conferences and smaller meetings this way.
Many of them declare that in 2022 they plan to intensify their activity in this area.

Report Summary

How did 2021 look in the world of online events and what will 2022 bring?
Let's recap!

ClickMeeting hosted a total of **1,953,406 events** with **26,603,480 attendees**.

That adds up to an average of **39,393 events per week**!

The average increase compared to the pre-pandemic period is therefore **over 300%**.

When compared to the last year, both the average event length and attendee engagement time have increased.

A webinar on ClickMeeting lasted an average of **98 minutes in 2021,** while a meeting lasted **66 minutes**.

Statistically, most events were held on **Tuesdays at 3 p.m.**, and users' favorite feature was the presentation - it was used in more than **55% of events**.

What will be the most important trends in the 2022?
Without a doubt, the future belongs to webinar marketing and hybrid events, online courses and training will stay with us for good, and remote recruitment will grow in popularity!