

State of online events

Experts, Industries,
and Leaders in 2022

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2022 in the online events industry belonged to the experts!



Until recently, it was the COVID-19 pandemic that shaped how the online events industry worked. Restrictions related to the functioning of companies and other institutions made people worldwide move their meetings, lessons, or product demonstrations to the virtual space. However, they were eager to return to standard offices or classrooms whenever possible. No doubt there were times when the new reality simply tired us out and we longed for direct contact with others.

Fortunately, nowadays, online events are simply a regular part of everyday life for many of us. We already know them pretty well and we find new ways to use them. So what was 2022 like in the industry?



We like to look at our clients and their event attendees. One of the most important trends we have been noticing for a long time is the professionalization of the market. Every year, more and more experts are consciously working on their online image, and sharing knowledge is one of the best ways to build it. Online events are an ideal tool to achieve this goal and, in the process, reap other benefits. They provide an easy way to attract customers, keep in touch with them, and run your business.

This applies not only to the education sector but also to many other fields. Online events are widely used in the training and coaching industry, marketing and sales, but also in the medical and therapeutic sectors.

That's why we refer to 2022 as the year of the experts. Who are these experts? Why and how do they use online events? What sets the leaders of each industry apart from the rest? This is what we looked at in our report.

Enjoy your reading!



**Dominika
Paciorkowska**

Managing Director
and Board Member of ClickMeeting

Key findings

In 2022, **ClickMeeting users spent a total of 1,086,426 days, or 2,976 years, in virtual rooms.** If we could go back in time... Our events would have started even before the first ancient Olympics (776 BC), the founding of Rome (753 BC), not even mention such novelties as the construction of the Colosseum (80 AD). Together we made great history!

The average event lasted 109 minutes, and the average user session lasted 74 minutes.

Most events were hosted on Wednesday, followed by Tuesday and Thursday. The most popular times of the day were the morning (8:00–10:00 am) and afternoon (3:00–5:00 pm).

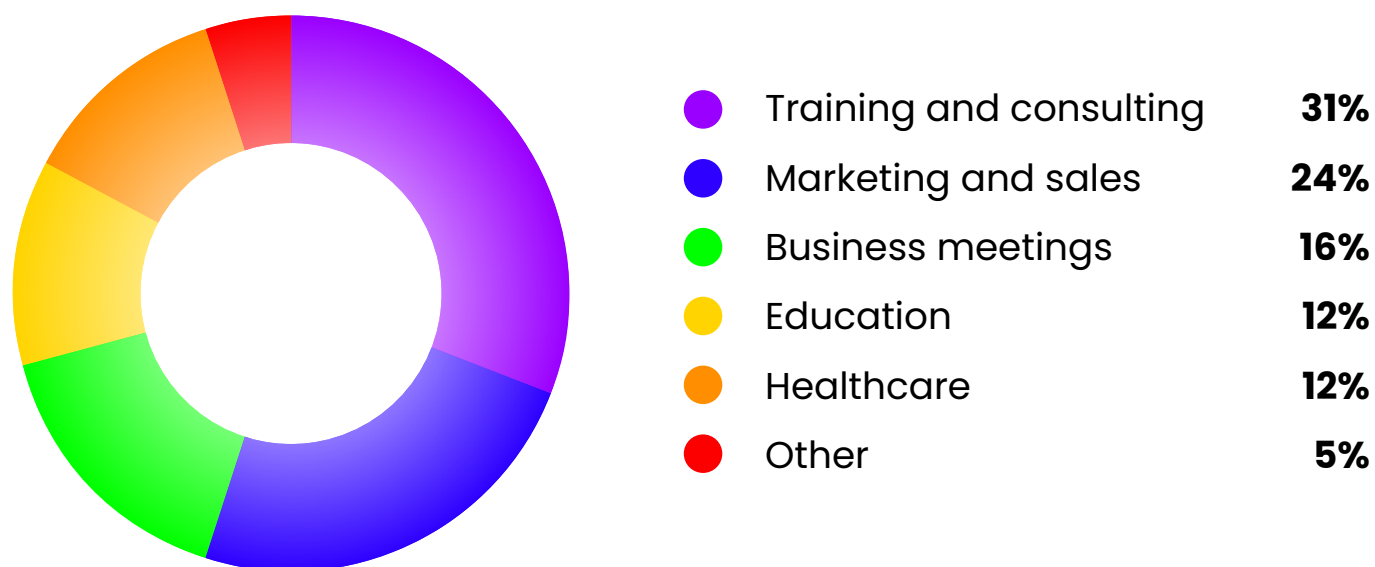
The most frequently used ClickMeeting feature was the presentation – it was used at 56.72% of events. Second place went to screen sharing (16.65%), followed by the interactive whiteboard (6.05%).

The largest group of experts who used ClickMeeting were **trainers and coaching professionals (31%)**. Marketers and salespeople came in second (24%), followed by teachers and medical professionals (12% each). The record holder generated revenue of more than €20,000 at a single event. The total amount earned by the leader throughout the year is €158,380.83.

Experts' market: online events by industry

Organizing online events is becoming an increasingly essential skill in the modern market. It's hard to imagine the work of educators, freelance experts, or specialists employed by various companies without it: this is especially true for those in marketing and sales.

What industries do they represent? We looked at the events hosted in 2022 on the ClickMeeting platform. Among them, we distinguished the following categories:




What kind of events are most often held by these professionals? Each is unique, as are the needs of the specific organizer and its participants. Here are sample events:

- **Coaching and consulting:** face-to-face or small group training sessions, open webinars, promo webinars, paid events, workshops, and one-on-one coaching.
- **Marketing and sales:** open webinars focused on lead generation, product presentations, events for current customers, customer onboarding, open days, demonstration lessons.
- **Business meetings:** internal team meetings, board meetings, working sessions at various types of companies and institutions.
- **Education:** lessons in public and private schools, training, lectures for large groups of students, tutoring.
- **Healthcare:** online therapies, medical consultations, telemedicine, medical professional training, and conferences.


Events, hosts, and attendees in 2022

Now that we know what online event hosts do, it's time to learn more about how they use the platform and what their attendee engagement looks like.



82 events
were organized by
the average user

This gives an average of 1.58
events per week and one
online event every 4.5 days.




977 attendees
were gathered by
a representative
user during the year

Which means that the average
event was attended by 12
people.



109 minutes
the average
event lasted

We plan longer, and longer events –
an average webinar took 98 minutes
last year! However, remember that
the length of the event is not equal to
the time users spend in the virtual
room.



74 minutes
lasted the average
attendee session

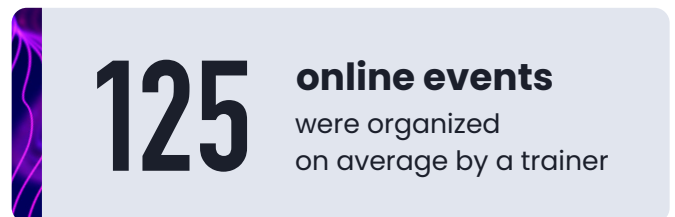
The audience participated in
events for 68% of their
duration. This is an excellent
result!

What distinguishes industries and their leaders?

Now it's time to see how webinars and online meetings were used by particular industries and their leaders, i.e., the users who managed to gather the largest number of participants in 2022. Keep reading to find out the specific numbers!

Coaching and consulting

The work of coaches, trainers, and mentors involves, first and foremost, the need to stay in touch with clients. Online events are one of the best tools for running training sessions directly. And this is mirrored in the statistics.




That's 50% more than the all-users average! A coach or consultant thus delivered almost 2.5 events per week. How many attendees did they gather?




Again, **this is 150% more than the average!** However, the average number of attendees during a single event is the same as the average for all users (12 attendees/event).

Yet, both the average event and the single-user session lasted noticeably longer. Nevertheless, the engagement rate itself, i.e., the ratio of average session length to event length, remains at a similar level (at 68%).



137 minutes
lasted an average
event



93 minutes
lasted a user
session



Webinars improve attendee engagement, so my community grows because of them, which is important for my future endeavors in online learning. I'm convinced that webinars are the future of education, because using a simple and reliable platform you can reach many people around the world.



**Arturo
Tedeschi**

arturotedeschi.com

How does the category leader perform? The company, which specializes in delivering training in the field of electricity, has organized **2393 online events**. This gives 48 events per week. That's 1920% more than the average representative of the training and coaching industry and 2880% more than the average user of the platform.

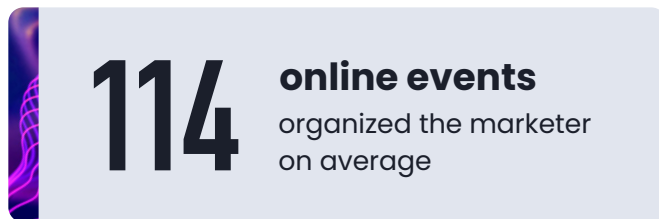
Of course, attendees are crucial. **The leader accumulated 9355 attendees during the year**: 530% more than the typical trainer and 857% more than the average user.

How did the leader achieve this? First of all, they focused on organizing training sessions, which took the form of short online meetings. Up to 2290 out of the 2393 events worked in this way. The average event duration was 29 minutes, and the average user session was 20 minutes. The engagement rate (69%) is thus only slightly higher than the average for the industry and all users. However, the scale of operations is definitely larger.

	ClickMeeting average	Coaching & consulting	Leader
Number of events	82	125	2393
Number of events per week	1,58	2,4	46,02
Number of participants	977,06	1486,17	9355
Number of participants at the event	12	11,9	3,91
Session length	74	93	20
Event length	109	137	29

Marketing and sales

Almost one in four events held at ClickMeeting was either marketing or sales-related. Of course, this is a vast category that includes, on the one hand, large promotional webinars, on the other hand, for example, small onboarding meetings. What distinguished this industry?

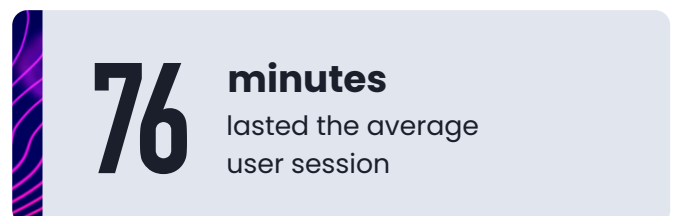
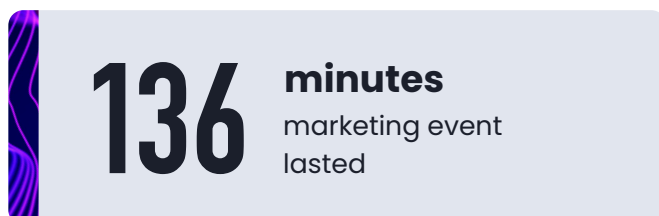


This gives a 39% better result than the average and 2.18 events per week.



120% more than the average. This gives 19 attendees at one event, which is 58% more than the typical platform user.

Marketing events lasted longer than the average event.



As you can see, **the engagement rate is lower than the average (56%)**. Why is that? That is precisely how marketing events work: attendees often pop in with a specific agenda point in mind, for example. They don't feel obliged to stay until the very end. Many users also register for a webinar to get a recording afterward. This is especially true for events that are significantly related to the product.

What is the lesson to be learned from this? If you're organizing a marketing webinar, make sure that it solves your customers' problems and features high content value. The more sales-focused the event is, the less engaged the audience will be, and in the long run, this will also affect the reception of the content prepared by your brand.



Monthly webinars for SMSAPI clients are an excellent educational tool. The accessible formula and the freedom to ask questions and solve real problems are appreciated by attendees. What's more, transferring elements of onboarding to an online event streamlines the work of the customer service department. During the webinar, we can present both the theory and practice of using the messaging system and other fundamental issues related to SMS communication.

**Michał Kuliś**

SMSAPI

It's time to take a closer look at the leader. It's a trading platform that reaches out to customers worldwide: it acquires them with open webinars and then provides them with training and care.

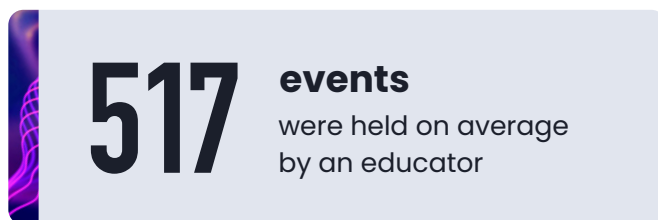
The industry leader organized 244 events in 2022, which is 114% more than the average marketing and sales representative and almost three times more than the average platform user. **Events attracted 12,810 attendees:** six times the industry average and more than 12 times the average ClickMeeting user. This gives an average of 53 attendees per event: 179% more than the marketing average and 341% more than the average user.

Despite the high average session length (137 minutes), the user engagement rate is relatively low: at 37%. However, this perfectly illustrates what truly effective webinar marketing activities look like in practice. They allow you to operate on a large scale, reach many people and remain flexible.

	ClickMeeting average	Sales & marketing	Leader
Number of events	82	114	244
Number of events per week	1,58	2,18	4,69
Number of participants	977,06	2157,2	12810
Number of participants at the event	12	18,99	52,5
Session length	74	76	51
Event length	109	136	137

Education

Most private or public schools and universities needed to switch from the standard, on-site teaching mode to virtual classrooms during the pandemic. The change was best handled by those units that had previous experience with this teaching model. Nowadays, blended learning, a system that combines the pros of classroom and remote learning, is being used on an increasing scale. Remote learning itself, on the other hand, is an intentional choice of teachers and students rather than a necessity driven by the epidemiological situation.




What distinguishes ClickMeeting users representing the education sector? First of all, they organize a significant number of events! The average is as high as 517 events, six times more than the typical user. That gives almost 10 events per week. It's easy to identify the origin of this result: educational activities take place in a virtual classroom – often, as in a typical school or university, they are held every day; in many cases several teachers conduct their classes at the same time, transferring knowledge to different groups or classes.




2268 attendees
were gathered
by an educator

The high number of events translates into a high number of attendees. On average, a representative of the education industry gathered more than twice as many of them as a typical event organizer. Yet, interestingly, the average number of attendees is significantly lower than the overall average (4.38 attendees/event). Why? It's no secret that transferring knowledge in small groups or during an individual meeting between teacher and student is the most efficient way. This model is used primarily by private schools (e.g., language schools) but also by universities, offering their students one-on-one consultations, for instance.



76 minutes
lasted the average
educational event



62 minutes
Lasted the average
user session

The following result should also come as no surprise: **the average event length is lower than the average by almost a third.** A standard lesson lasts roughly 45–60 minutes, but lectures tend to last longer (about 90 minutes), and scientific conferences or various types of educational initiatives were also included in this category.

The engagement rate of educational events attendees is at a record high. The average learner stays in the room for 82% of the event's length. Undoubtedly, this is also due to the fact that, unlike in other categories, very often active participation in educational events is a requirement or involves a fee.



As the AGH e-Learning Centre, we use ClickMeeting, among other things, to organize monthly thematic webinars, which can be attended by anyone interested. The platform also supports us in organizing seminars, workshops, online training, consultations, and meetings for our internal teams. We organize both national and international scientific and teaching conferences. In the last three months alone, we have carried out three such projects.



Anna Wrona

AGH UST Centre of e-Learning

Now it's time to take a look at the leader. It is a language school that focuses mainly on holding one-on-one or small-group classes, including companies that want to improve the competence of their employees.

The scale of the leader's activities is impressive. **They created 12,184 events!** It translates into 234 events per week, which is more than 47 events per day during standard school week. Of course, if we assume that learning took place throughout the year – which is exactly how leaders work.

This is 23 times better than the average for the education sector and 148 times higher than the overall average.

The leader gathered 28,162 attendees. And that means that his events were attended by twelve times more people than the statistical industry representative and 27 times more than the average user. At the same time, the average number of attendees per event is relatively low (2.31). The school's working model explains this: it focuses primarily on individual classes and small groups.

The average length of a leader's event was precisely 60 minutes, which is the length of a standard lesson at most language schools. What is the length of the session? Attendees spent an average of 55 minutes in the room: they were logged in 92% of the time. This is an excellent result.

	ClickMeeting average	Education sector	Leader
Number of events	82	517	12 184
Number of events per week	1,58	9,95	234,31
Number of participants	977,06	2267,88	28 162
Number of participants at the event	12	4,38	2,31
Session length	74	62	55
Event length	109	76	60

Healthcare industry

For the first time in our report, we decided to single out the healthcare industry. This is primarily because it uses online events on an increasingly large scale. In 2022, its professionals created as much as 12% of all events held on ClickMeeting.

This sector is also very diverse. On the one hand, it includes healthcare professionals who provide consultations or therapies in an online formula. On the other hand, training companies, helping healthcare professionals to supplement their knowledge, are also a very important part of this market.

**169**

events

were created by an average expert of the healthcare industry

This means that they organized almost twice as many events as the average user of our platform. This gives an average of 3.25 events per week.




4806 **attendees**
gathered by
a healthcare expert

The result is 391% better than the average for all accounts. It also means an average of 28 attendees per event, which is more than double the average. As you can see, large events such as medical conferences and training for bigger groups of experts are quite popular in this category.



127 **minutes**
lasted the
average event



44 **minutes**
lasted a user session

This is also reflected in the event duration. **They are nearly one-fifth longer than the average for all hosts.** In this group, however, the attendee session is the shortest: on average it is 44 minutes, which means the engagement rate is only 35%. This has to do with the sector's characteristics: **virtual rooms are often the counterpart of standard doctors' or therapists' offices.** The specialist spends all day there, and their patients log in to receive advice, which in many cases, takes little time. In the training industry, on the other hand, it is common practice for attendees to log in only during lectures that seem interesting to them.



In our operations so far, the ClickMeeting platform has worked flawlessly. We wanted an interactive form of communication and knowledge transfer to a dispersed group of people. In this respect, the tool has fulfilled its role.

Certainly, ClickMeeting is a suitable tool for both intimate meetings and larger-scale events. With its interactive features, the service provides users with, among other things, options to present videos, slides or share a desktop.



Joanna Śliwińska, PhD

Medical University of Gdańsk

The industry leader is a company operating in the US market that provides comprehensive online psychological care. In doing so, it creates diverse events – from individual and group therapy sessions through training for its own practitioners to open webinars aimed at sharing knowledge about mental well-being, and huge international conferences.

In 2022, the leader held 2355 events, 1293% more than the industry average and 2771% more than the average platform user.

During their events, the leader gathered 173,967 attendees: 36 times more

than the statistical industry representative and 178 times more than the average attendee. The number of attendees at the event is also a record, with an average of 74 people attending – 164% more than the industry average and six times more than the overall average.

The average healthcare event lasted 243 minutes, more than twice as long as the average event created in ClickMeeting. The average session length, however, matches that of the healthcare sector at 45 minutes. What is the reason for such a significant difference? First, from the working model of therapists: one "event" can mean a working day, during which a specialist sees a few patients in his virtual room. An appointment usually lasts several tens of minutes. The result is also boosted by numerous promo webinars and conferences hosted by the company. They are visited by thousands of people who are not always interested in all the issues and log in, for example, only for the speeches they are interested in.

	ClickMeeting average	Healthcare	Leader
Number of events	82	169	2355
Number of events per week	1,58	3,25	45,29
Number of participants	977,06	4806,22	173 967
Number of participants at the event	11,92	28,41	73,87
Session length	74	44	45
Event length	109	127	243

Industries comparison

Below you will find a direct comparison of industries and their leaders.

Industry – number of events



Leaders – number of events



Industry – number of participants



Leaders – number of participants



Industry – average number of event participants



Leader – average number of participants event



Industry – length of event



Leader – length of event



Industry – user involvement



Leadership – user involvement



Paid events – what is the recipe for success?

The extremely easy knowledge monetization also drives the webinars' popularity. At ClickMeeting, all you need to do is integrate your webinar platform with an online payment system to start selling access to events.

The record holder made a profit of more than 95,000 EUR on a single event. **The leader over the year has earned 158,380.83 EUR** exclusively on the paid events at ClickMeeting.

Of course, to be successful, you must first take care of a topic interesting to your audience. Below you will find some inspiration along with the amounts our users were able to earn in 2022:

Conference for coaching experts: creating partnerships live event	881 tickets 20,602 EUR
Conference for coaching experts: creating partnerships on-demand	350 tickets 8,186 EUR

Total revenue from a single event:

28,788 EUR

**Trainings for psychotherapists
and psychologists**

32 events

7103 tickets

686 808 EUR

**Series of 31 live and on-demand
accounting training courses**

2198 tickets

39,367 EUR

**Series of six trainings on mantrailing
– nose working with dogs**

444 tickets

15,096 EUR

Webinar to improve the therapists' skills

580 tickets

12,309 EUR

**Training for therapists on the
treatment of eating disorders**

391 tickets

8,297 EUR

**Medical training on ultrasound
examinations**

327 tickets

6,939 EUR

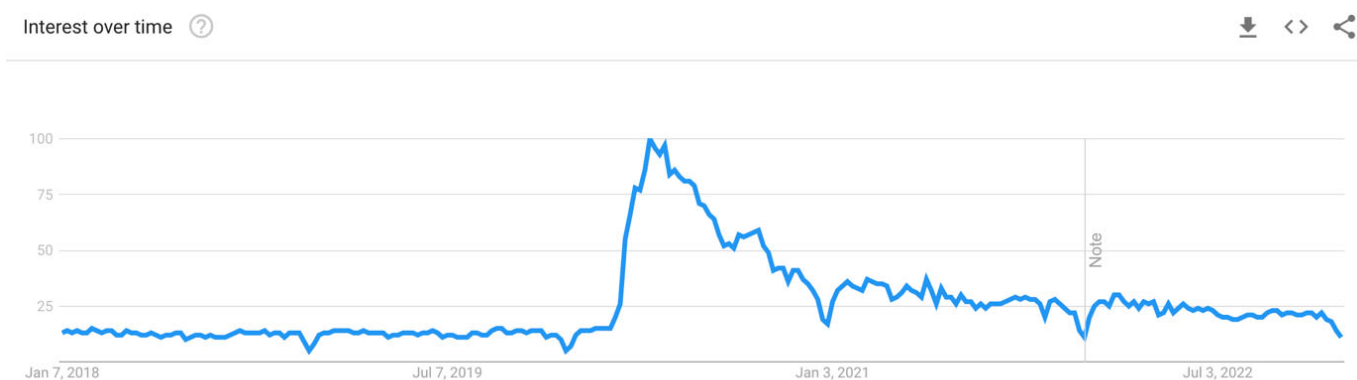
The biggest profits are primarily made by educators and trainers choosing to move their activities to the Internet. Medical experts and therapeutic support are an important part of this segment.

As for single events, **the most profitable was a conference for coaches.** Its host made even more profits by reusing the material: in addition to passes to the live event, they also successfully sold access to the recording in an on-demand formula. On a similar note, a company dealing with training for psychotherapists generated the highest total income – on 32 live and on-demand events, it earned 147,257 EUR.

Online events – mentions, sentiment, engagement

How does the interest in online events look globally? It's no secret that they reached record popularity during the COVID-19 pandemic. At ClickMeeting, we experienced more than a 370% increase in the number of events and users in 2020 compared to 2019. The following two years slowed down this trend. However, interest in virtual events is still double the rate before the pandemic broke out. Webinars and online meetings are simply a standard way to communicate in the new reality, and we know exactly how to use them. Even more importantly: we continue to discover new applications for them.

This is also reflected in the frequency of searches for the phrase *webinar* on the web:



Source: Google Trends


Number of mentions and discussion reach


In order to better understand user intentions and behavior, we asked Brand24, a company that develops an advanced web monitoring tool and uses ClickMeeting for its own online events, for support.

During the 30-day monitoring period (15.11–15.12.2022), there were:

- **117,000 webinar mentions.** Social media reach was 69 million; non social media reach was 572 million.
- **14 thousand mentions** related to online courses – social media reach was 7.8 million; non social media reach was 69 million.
- **26 thousand mentions** of remote work – social media reach was 18 million, non social media reach was 317 million.

VOLUME OF MENTIONS
 **117 K**
+108 K (+1188%)

SOCIAL MEDIA REACH
 **69 M**
+64 M (+1465%)

NON SOCIAL MEDIA REACH
 **572 M**
+522 M (+1040%)



Particularly noteworthy is the reach of social media discussions. **An online meeting is still a more exciting and engaging form of interaction than asynchronous and passive contact with online content.** Mentions generated around the phrase "webinar" ranged from promotions of scheduled events and information about those in progress to summaries of those that had already taken place. From a marketer's point of view, this is an excellent opportunity to build reach by repurposing content created for a single initiative.



**Justyna
Dzikowska**

Brand24

What is the most common context surrounding webinars and the discussions they get mentioned in? Brand24's data is in line with the findings we presented in the first part of the report. In addition to phrases referring to the events themselves, words such as expert, marketing, business, video, learning, strategy, community, digital, industry, or work tend to appear in posts.

marketing watch solution share registration tomorrow school upcoming center way opportunity nov technology feature use
 expert day free today need tool help question post online industry manage january miss product video support webinar
 business sign discuss health program year process est know partner student member new december register team
 thursday create system join look attend provide information tip event week click learn lead present customer platform start
 collaboration check host design change service talk session series time datum management zoom experience strategy link
 digital live explore community key dec recent data insight demand find good resources hear virtual november work

We can play with putting together sentences from this puzzle. For example:

- **Webinars** are online events that support experts in various business industries.
- **Webinars** are becoming an essential tool in marketing strategy in the digital world.
- **Webinars** allow you to share knowledge, learn, discuss, collaborate and create an online community.
- A **webinar platform** allows you to support your customers, students, and business management with the best experience.

And each of them is true.

What are webinars most often about? Some interesting data is provided by analyzing the hashtags used in the content:

Trending hashtags ?

1	#webinar	10298 Mentions	11	#trading	379 Mentions
2	#cybersecurity	901 Mentions	12	#edtech	366 Mentions
3	#sustainability	547 Mentions	13	#training	354 Mentions
4	#ai	546 Mentions	14	#cloud	352 Mentions
5	#healthcare	531 Mentions	15	#health	351 Mentions
6	#marketing	522 Mentions	16	#cop27	327 Mentions
7	#free	484 Mentions	17	#forex	327 Mentions
8	#technology	449 Mentions	18	#data	308 Mentions
9	#business	423 Mentions	19	#esg	287 Mentions
10	#education	394 Mentions	20	#zonauang	284 Mentions



When looking at the hashtags used in the context of webinars, it's clear that this is a tool particularly favored by industries with a slightly more complex product: cybersecurity, sustainability, artificial intelligence, healthcare, marketing, data, or technology in the broadest sense. These industries are most likely to interact with their community through online meetings.



**Justyna
Dzikowska**

Brand24

What do we think about webinars? Positive impressions and authority

Of course, it is more than how popular webinars are that matters. The emotions that accompany them also play a crucial role.

We took a closer look at sentiment, that is, the emotional tone of discussions about webinars. **For 14,000 positive mentions, there were only 1,617 mentions of a negative nature.** This is the best evidence that online events are an attractive format, eagerly chosen by users. On the other hand, there may still be some problems that affect their reception. However, organizers can counter them to a large extent.

POSITIVE

**14 K**

+13 K (+1376%)

NEGATIVE

**1617**

+1530 (+1759%)



Positive mentions clearly prevail, with occasional complaints about the quality of the connection or the inability to attend the event. For large brands with global reach, the choice of time can indeed be problematic. The solution is to set separate sessions for different time zones or make the event recording available to all interested parties.

**Justyna
Dzikowska**

Brand24

Another metric to assess the relevance of a topic online is Presence Score. Based on, among other things, the number of mentions and their reach, it represents popularity on a scale from 0 to 100.



A Presence Score of 84 is an impressive metric, having topped 91% of issues with its coverage. It's safe to say that if a webinar were a brand, it would be Coca-Cola.

**Justyna
Dzikowska**

Brand24

Webinar vs. ebook: what is more popular?

The discussion about the effectiveness and popularity of various digital formats is never ending. However, we are well aware that the future and the present belong to video. And the webinar is one of the most exciting tools in this segment – it allows you to prepare engaging content and establish a direct relationship between attendees and presenters.

However, many companies still choose to create their ebooks. They are often used as a lead magnet – a free "gift" to encourage potential customers to leave their contact information.

It's time to answer the key question: what is more popular – a webinar or an ebook?

Webinar

Summary

MENTIONS	SM REACH	INTERACTIONS	POSITIVE	NEGATIVE
117 K	69 M	124 K	14 K	1617
+108 K (+1188%)	+64 M (+1465%)	+121 K (+4386%)	+13 K (+1376%)	+1530 (+1759%)

Ebook

Summary

MENTIONS	SM REACH	INTERACTIONS	POSITIVE	NEGATIVE
58 K	15 M	126 K	11 K	1875
+58 K (+5773300%)	+15 M (+100%)	+126 K (+100%)	+11 K (+100%)	+1875 (+100%)

As you can see, **there were twice as many mentions of webinars as ebooks** during the month, and social media reach was higher by 460%. However, a webinar is not only far more popular – it also evokes more positive feelings: in the case of ebooks, there are 1875 negative mentions for 11,000 positive mentions.



Considering that webinars require much less work done by marketing teams, their popularity, reach, and sentiment seem very appealing.



**Justyna
Dzikowska**

Brand24



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