State of Online Events

ClickMeeting

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2023 in the online events industry is the year of power users!
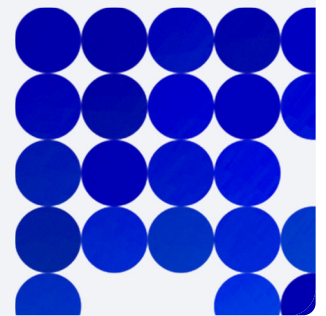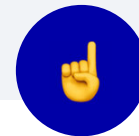
Another year filled with online events is over. And it was another year with experts representing various industries leading the market. They have used webinars to share knowledge, but increasingly they are also a marketing tool to effectively acquire leads, stay in touch with customers and drive sales.

The market for webinars and online meetings is becoming increasingly diverse. We want to highlight this diversity in our report as well. That's why, for the first time, we have introduced the category of power users, i.e. users who use not only the various tools available within ClickMeeting plans, but also different event formats. As a result, they are able to fulfill different needs, turning online events into the cornerstone of their business.

In last year's report, we discussed the professionalization of the market extensively. We saw that online events are becoming an important tool used by experts representing various industries: from the broader educational sector to marketing and sales to medicine.

In this respect, nothing has changed in 2023. On the contrary: experts are increasingly aware of the advantages that webinars and online meetings offer them, and they are increasingly using features that help them engage their audiences more, increase their attendee base, but also collaborate more efficiently.

Many use different event formats and tools to maximize profits. Such a power user may therefore primarily focus on creating online training courses, but at the same time they also hold marketing webinars, team meetings, sales presentations and customer consultations.

We have classified as many as a quarter of our platform's user base into the category of these power users. We would therefore like to focus more on them in this edition. But there is, of course, no shortage of extended statistics on individual sectors and their leaders. Who are they, what sets them apart and what has changed in the industry over the past year? That's what we looked at in our report.

Dominika Paciorkowska

Managing Director and Board Member of ClickMeeting

Key findings

During 2023, a ClickMeeting user hosted **47 events on average**, with a total of **650 attendees**. This resulted in nearly 14 attendees per event on average.

The average event lasted for 106 minutes, and the user session was **71 minutes**.

The largest group of users were power users - people who use online events for various purposes. They were responsible for as much as 26% of the events. Just behind them were marketers (24%), followed closely by trainers, who prepared one in five events.

Most events were held on **Thursday**, followed by Tuesday and Wednesday. The most popular time was **4pm**.

The most frequently used feature of the ClickMeeting platform was presentation - it was used 54.42% of the time. Second place went to screen sharing (17.69%), followed by interactive whiteboard (8.05%).
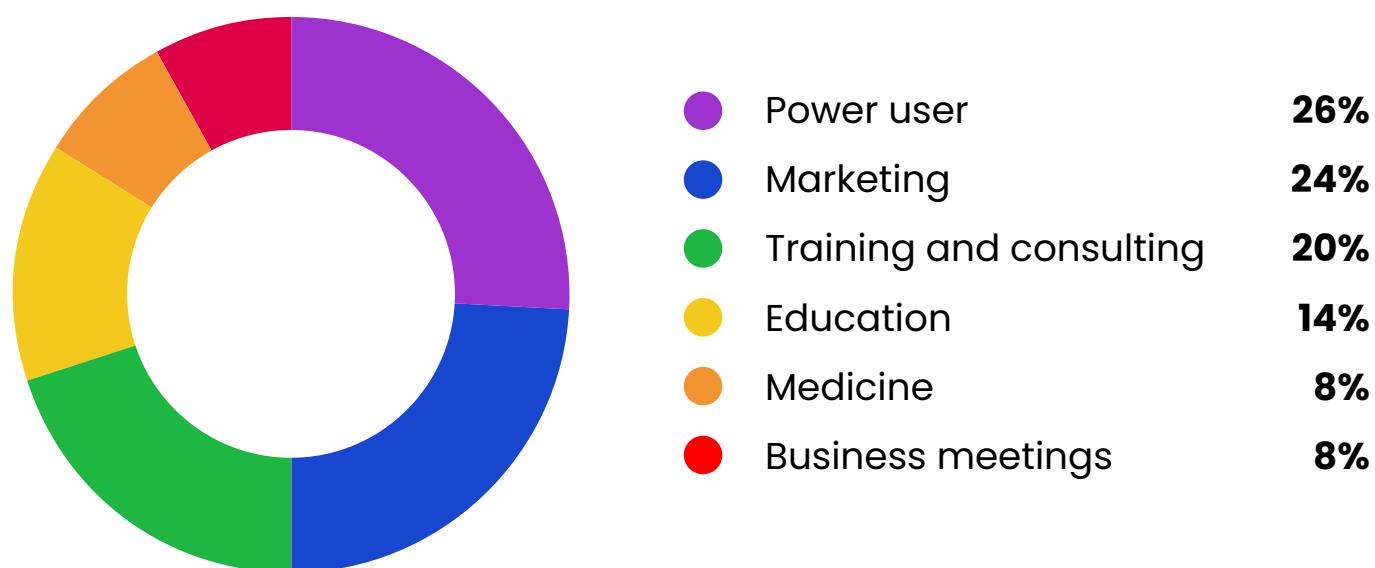
The record holder generated **revenue of more than EUR 37,000** per event. The total amount earned during the year by the leader on paid webinars is EUR 156,836.29.
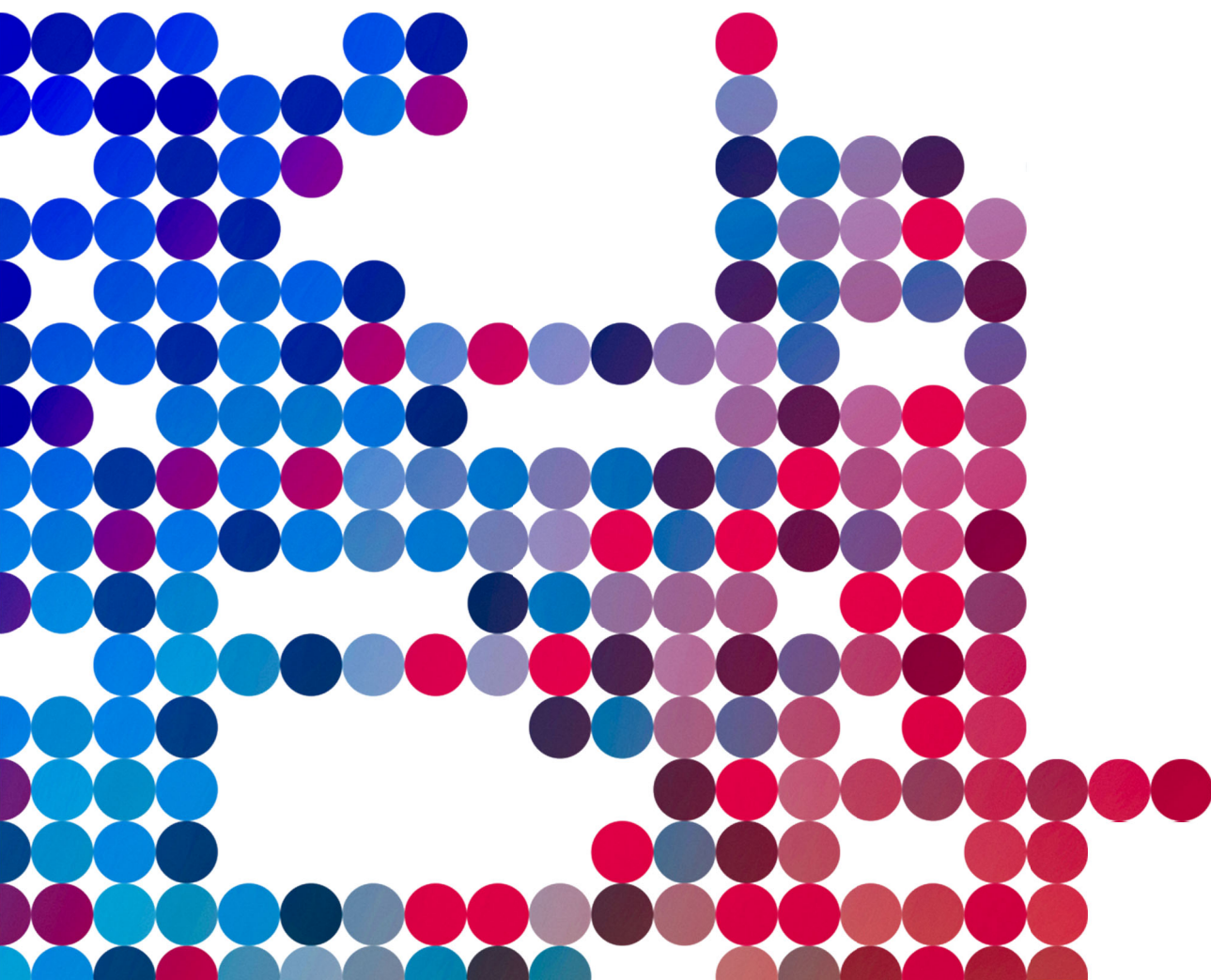
Expert market: online events by industry

Webinars are important tools used by experts both to share knowledge and to promote the brand, including the personal one. A separate category of events remains, of course, meetings, which facilitate our collaboration and provide contact regardless of the attendees' location.

What industries make the most intensive use of online events? We took a look at the events hosted in 2023 on the ClickMeeting platform. Among them, we highlighted the following categories:

🟣	Power user	**26%**
🔵	Marketing	**24%**
🟢	Training and consulting	**20%**
🟡	Education	**14%**
🟠	Medicine	**8%**
🔴	Business meetings	**8%**

How did we classify the events? Here are some of the types of webinars and meetings we included in each category:

- **Training and consulting:** face-to-face 1-on-1 or small group training sessions, open webinars, promotional webinars, paid events, workshops, one-on-one coaching.
- **Marketing and sales**: open webinars focused on lead generation, product presentations, events for current customers, onboarding of customers, open days, demonstration classes.
- **Business meetings:** internal team meetings, board meetings, working sessions at various types of companies and institutions.
- **Education:** lessons in public and private schools, exercises, lectures for large groups of students, tutoring.
- **Medicine:** online therapies, medical consultations, telemedicine, training of medical professionals, conferences and symposia.
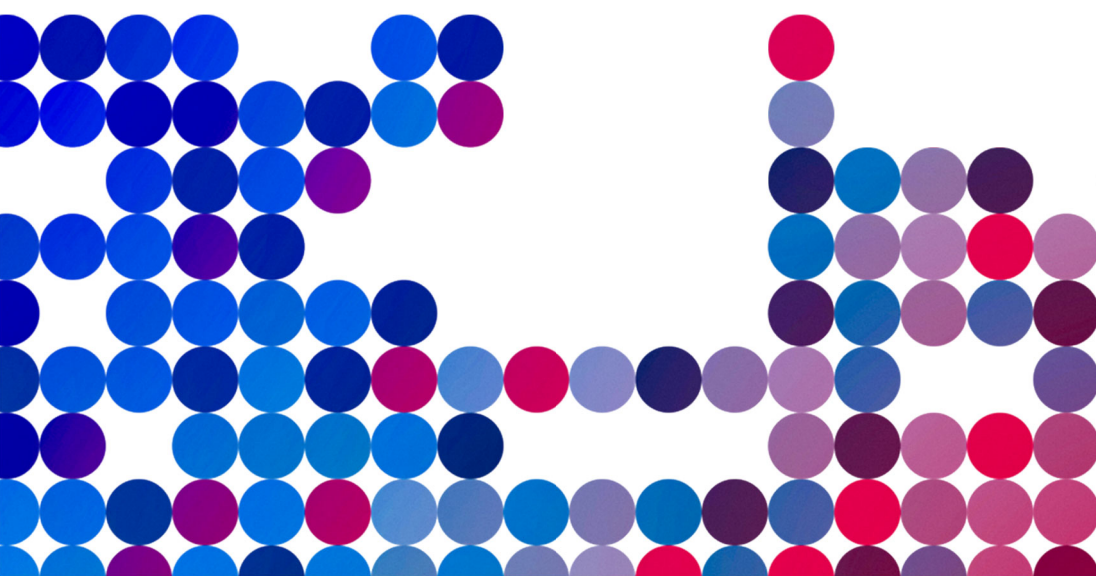
Events, hosts and attendees in 2023

Before we move on to specific groups, let's check out the results reached by a statistical ClickMeeting user in 2023.

47 events
were organized by an average user

This gives an average of almost 4 events per month and one event per week.

650 attendees
were gathered by a statistical user

Which means that the average event had 14 attendees.

106 minutes
lasted the average event

This result is similar to the one we recorded last year. At that time, the average event lasted for 109 minutes.

71 minutes
lasted the average attendee session

Audience participated in the events for 67% of their duration. Last year, the statistics were similar (engagement was 68%).

Industries and their leaders in 2023

How did the representatives of each industry and their leaders look like in 2023? Let's take a closer peek at their activity in the world of webinars and online meetings.

Power user

Imagine the following situation: the owner of a training company... creates online courses. This is perfectly logical. But at the same time they spend part of their time on free webinars, which allow them to reach new audiences. Moreover, they regularly meet with their colleagues to develop new ideas and discuss organizational matters. In addition, they periodically organize a large online conference, which is attended by other representatives of their industry.

Another example is a psychologist who offers therapy sessions. The basis of their business is meetings with patients (online, of course), but in parallel they create training sessions for other therapists, meet with their partner, organize scientific conferences to share experience with other psychologists, and create promotional webinars that allow them

to reach out both to people interested in getting therapy and to get new qualifications through training.

There are, of course, many more scenarios of this kind. An HR professional can, on the one hand, meet online with members of their team and with candidates, and, on the other hand, organize promotional webinars as part of their Employer Branding strategy. For the owner of a language school, lessons and consultations will be the basis of operations, but they can also use the power of webinar marketing and improve business operations through online meetings.

In fact, anyone can become a power user. And we've been seeing this trend among ClickMeeting users for quite a while. In this case, the configurations are really very diverse, but in each case the commitment to the platform turns out to be decisive.

What made them stand out from other users?

85 online events were organized by an average power user
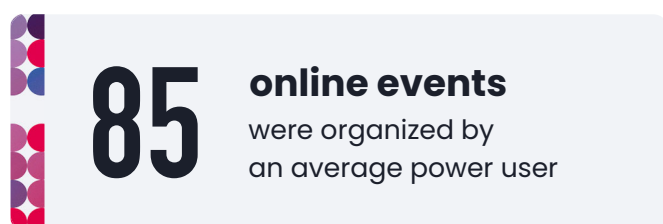
This is 81% more than the average user of the platform. This gives 1.7 events per week.

933 attendees were gathered by a statistical power user

That's 44% more than the average user. The average event hosted 11 attendees, which is slightly less than the average for all ClickMeeting accounts. This is also due to the significant share of online meetings in a narrow circle.

113

minutes
lasted the average event

72

minutes
was the length of a user session
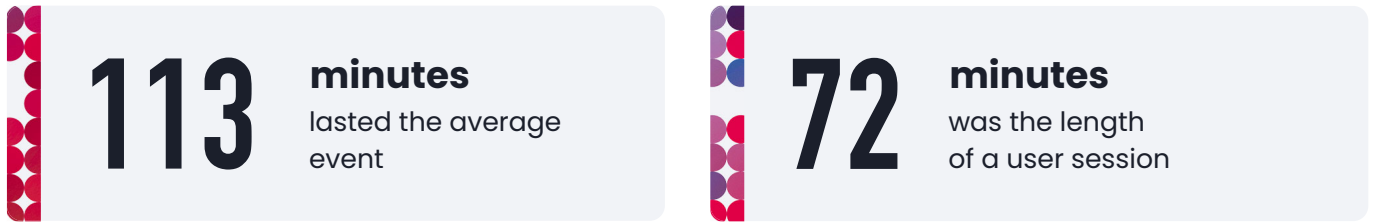
In this group, the average event length was slightly longer than average. The length of the average user session, on the other hand, was at a similar level. The engagement rate is therefore lower.

It's time to move on to the category leader, a training company that organized standard online courses on the one hand and promotional webinars or internal team meetings on the other.

The leader created as many as 1309 events during the year, with 12,558 attendees. The intensity of the platform's use is thus truly impressive. The leader of the power user segment created 2685% more events than the statistical user, which allowed them to attract 1832% more attendees. The average event gathered 10 attendees.

The average event duration was 41 minutes, and an attendee's session was 26 minutes. The engagement rate thus ranked at 63%.
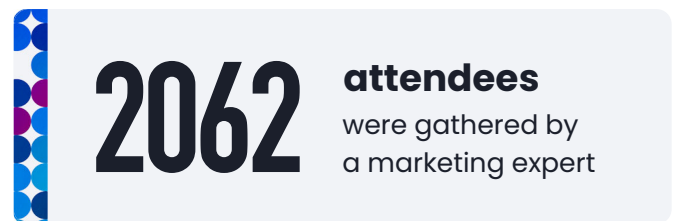
Marketing and sales

Like a year ago, nearly one in four events on ClickMeeting was marketing or sales-related. And just like a year ago, this is a very capacious category covering large promotional webinars on the one hand, and small onboarding meetings, for example, on the other. How did the activity of experts look like?

89 **online events**
were organized by
a statistical marketer

2062 **attendees**
were gathered by
a marketing expert
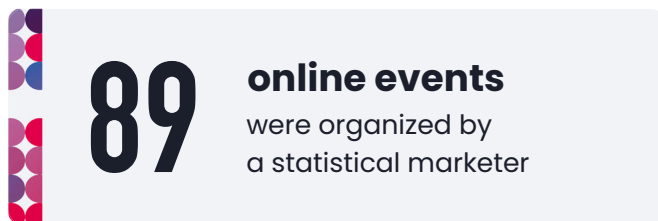
This is 89% more than the average user of the platform.

That's a score 217% better than that achieved by the statistical ClickMeeting user. Remember, every unique attendee is a potential lead that can increase your sales.

Marketing events have their own rules. Their length is close to the average, but the average attendee session is definitely shorter. We already observed this last year.

100 **minutes**
on average lasted
a marketing event

56 **minutes**
lasted the average
user session
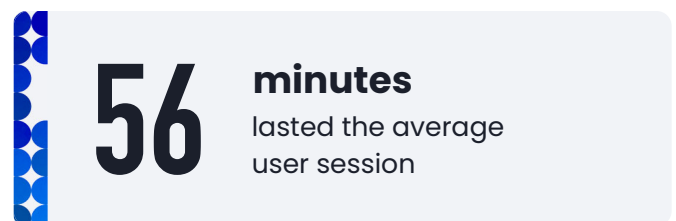
The explanation is very simple. Attendees often drop in for a moment to familiarize themselves with, for example, only the agenda item of their interest. They also do not feel obliged to stay until the end. After all, it is not mandatory. Besides, many users register for the webinar in order to get a recording afterwards (which is worth providing them with).

Our advice? If you're holding a marketing webinar, focus on the substance and concerns of your customers. **Tailor the format of the event to a specific stage of the funnel**. A different profile will work at the top when you're concerned about building brand awareness, and another will be effective for sales campaigns.

How did the leader perform? This is a company that gained valuable sales leads through open webinars. It also offered consultations, product demos and training to its customers and affiliate network partners through the platform.

The industry leader held as many as 2,437 events in 2023. This gives an average of 50 events per week. As you can easily calculate, this is 50 times more than the average for all users of the platform. The effect must be impressive! **During the year, the marketing industry leader managed to gather exactly 28,258 attendees.** This is 4247% more compared to the average. Almost 12 people attended a single event on average.

The average event organized by a marketing industry leader lasted 55 minutes. At the same time, the average user session is 26 minutes, so the engagement rate is 47%.

During the last HR Wednesdays webinar, we made a record: more than 6,500 people registered for the event, and more than 4,000 people participated in real time. It is worth mentioning that at the very beginning we were pleased when 300 people registered for the event. In total, more than 30,000 unique users took part in the free webinars of the HR Wednesdays series.
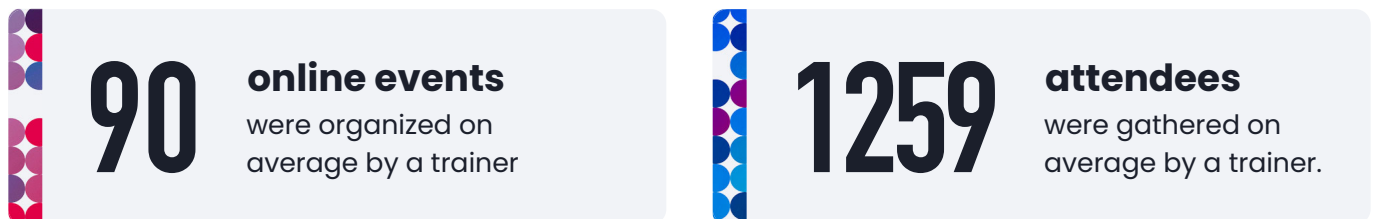
Katarzyna Rejman-Michalska
head of Verte's training department
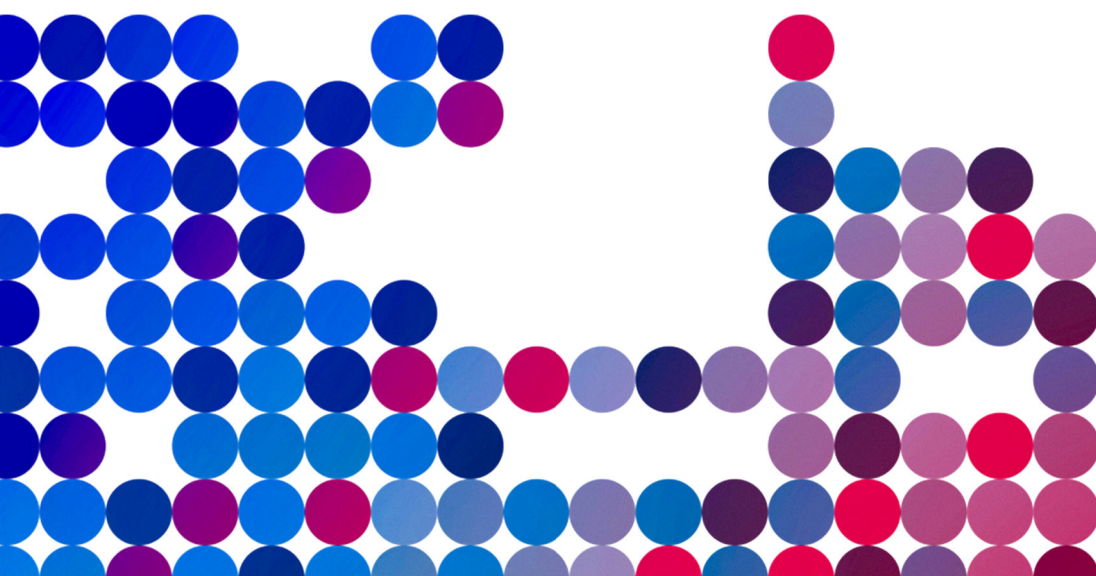
Training and consulting

A significant portion of training and courses has moved to the virtual world. This is not surprising. Thanks to this formula, knowledge is at their fingertips, and educators can increase the scale of operations and reduce costs.

In addition to training companies, we also included independent trainers, coaches or consulting experts in this group, which undoubtedly has an impact on the results they produce. What did 2023 look like for them?

90 **online events**
were organized on
average by a trainer

1259 **attendees**
were gathered on
average by a trainer.

This gives almost two events per week. This is 91% better than the average result.

This is 94% higher than the average for all accounts. It also gives a slightly higher average number of attendees at an event. In this case, it is 14 people.

As in the previous edition of the report, both the average length of the event and the attendee's session are longer than the results for the average platform user.

135 minutes
lasted the average event

92 minutes
lasted a user session

The engagement rate was thus 68%, which is exactly the same as last year.

What about the leader? **The training company organized 419 events during the year (791% more than the average), which translates into almost 9 events per week.** It attracted a total of 1,430 attendees, and the average training event was attended by 3.41 people. This is perfectly understandable, given that the basic format used by the leader is small-group classes.

They are also distinguished by their compact format. A training unit is about one clock hour, and this translates into an average event duration of 57 minutes. Noteworthy, however, is the attendees' activity time, which is as high as 52 minutes. An engagement rate of 92% is truly record-breaking!

The idea to implement online training came before the start of the pandemic. In January 2019, we implemented the first online training. We wanted to become the forerunners of online training, especially for public institutions. However, we assumed that it would be a longer process. At the time, not many companies were implementing training in this form, but above all, not many lecturers and customers were enthusiastic about it.

Katarzyna Bielecka
owner of Verte Training Center

Education

Once again in our report, we decided to distinguish between the training and education sectors. **In the latter group, we focus primarily on different types of schools:** both units belonging to the education system - from pre-school teaching to universities, as well as those operating independently. A huge group of platform users are language schools, which in today's world are increasingly offering their students the opportunity to develop their language skills online.

What distinguishes education industry experts? First of all, high activity. And it's not surprising, given that we are usually talking about classes that take place regularly.

328 **events**
organized on average
by an educator
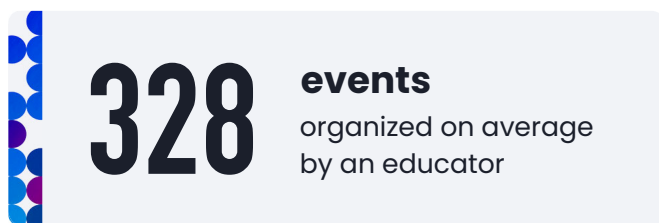
The average user representing this industry has organized as many as 328 events (598% more than the statistical user). On the other hand, the number of lesson attendees is 235% higher at 2175. Thus, the statistical event is attended by about 7 people. The average length of an event is 100 minutes and user activity is 79 minutes. Engagement is thus 8 percentage points higher than the average.

2175

attendees
were gathered
by the educator

The leader of the education sector is a language school offering lessons of oriental languages. In 2023 alone, it held 6234 events 6619 events through ClickMeeting, a record 133 events per week. **That's 13,983% more than the average user.** Of course, this also means a huge total number of attendees - during the year, 22,831 people logged into virtual lessons. An average of 3.59 people participated in an event, which is fully understandable, given the nature of small groups, in which it is easiest to master the language. The average lesson lasted 86 minutes and the user session was 78 minutes. The engagement rate is thus 91%.

ClickMeeting gives us the opportunity to organize meetings and webinars also outside the Moodle platform. So in addition to didactics, which is where we started, we are responsible for organizing conferences, departmental meetings, but also internal meetings in our organization, among other things. This was particularly important during the pandemic, when we were not working stationary. Meetings, for example, departmental meetings or rector-dean's colleges, could still take place just thanks to the ClickMeeting platform.
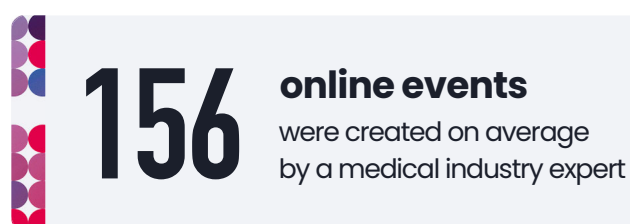
Emilia Nowacka
PUW education quality coordinator

Medicine

The medical industry is the only thematic section we recognized for the second time in our report. Why? We want to highlight a sector that makes extremely intensive use of online events and increases its potential thanks to them. It is characterized by tremendous diversity. On the one hand, it is made up of medical professionals who give advice or conduct therapies in the online formula. On the other hand, training companies are also a very important part of this market, allowing medical professionals to supplement their knowledge.

156 **online events**
were created on average
by a medical industry expert

1830 **attendees**
were gathered by a medical
industry representative

This is 232% more than the average.
A medical industry rep organized
an average of 3 events per week.

In this case, this is 182% more than the average. The average event had 11.60 attendees.

118 **minutes**
lasted an average
event

67 **minutes**
was the average session
of an attendee
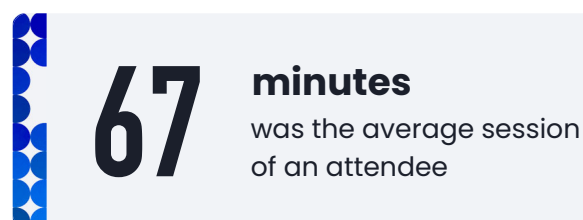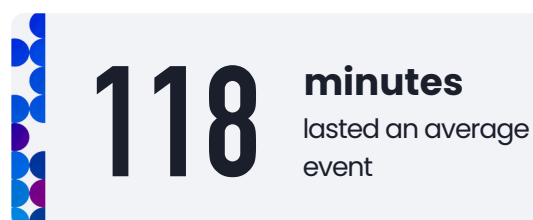
These figures may be influenced, among other things, by the format of medical conferences, which often take place online. They usually last a relatively long time, but attendees primarily participate in the program points that are of most interest from their perspective.

The leading position is held by the International School of Psychotherapy, which primarily offers training for professionals interested in developing their craft. In total, it created 784 events (1568% more than the average), which translates into 15 events per week. In doing so, the leader gathered 9745 attendees (1399% more). The average training event had 12.53 attendees.

The statistical event lasted 229 minutes, and the user session was 110 minutes. This gives an engagement rate of 48%.

Our goal is not only to provide therapy, but also to conduct research and extensive training activities. We were looking for the right tool for this, and it turned out that the ClickMeeting platform meets all our expectations. It allows us, on the one hand, to promote knowledge about autism spectrum disorders and, on the other hand, to communicate with people who participate in training.

Dr. Anna Budzińska
director of the Institute for Child
Development Foundation

Paid webinars

The medical industry stands out in yet another respect: it is the experts in this field who create the most profitable paid events. Although, of course, they are not the only ones who make money this way. Thanks to integration with Stripe, making profits is even easier.

Let's take a closer look at the results achieved by the leaders.

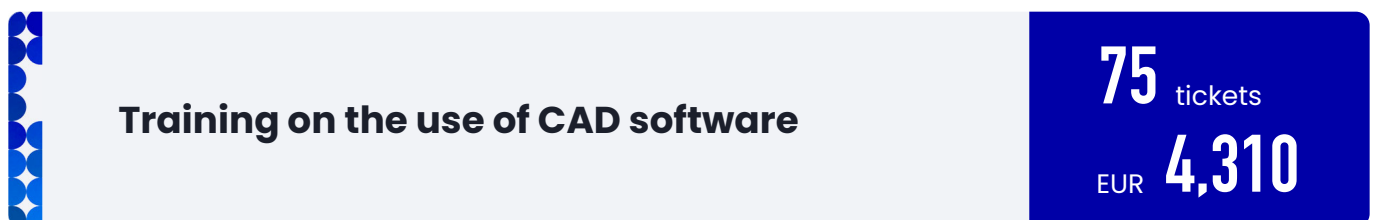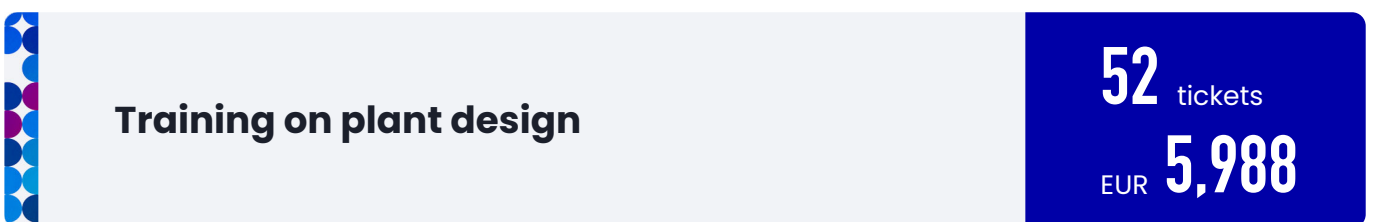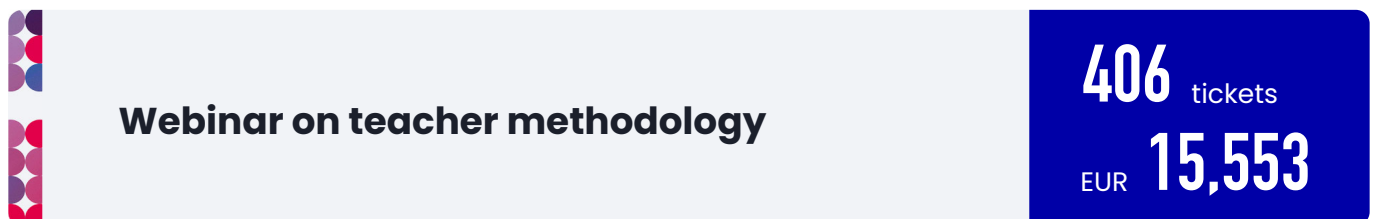| Webinar on getting children to sleep on their own	1007 tickets EUR 37,175
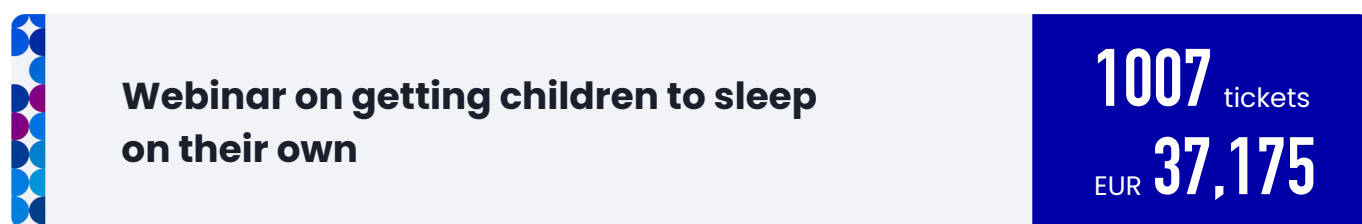
The record holder, which primarily focuses on creating content for parents dreaming of their kids' peaceful sleep, also created the second highest revenue event:

A webinar on good practices for getting children to sleep	984 tickets EUR 36,329
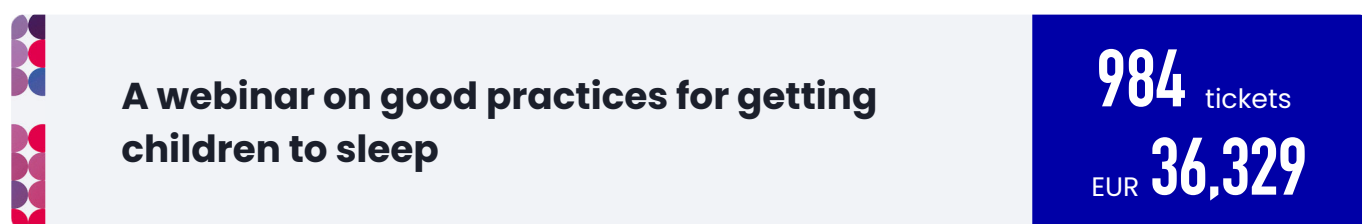
Two paid webinars were enough to generate more than EUR 70,000 in revenue. But of course, longer series allow for even higher profits. This is best demonstrated by the example of another user who specializes in medical training.

Ultrasound training for medics

31 events
6825 tickets

EUR **156,768**
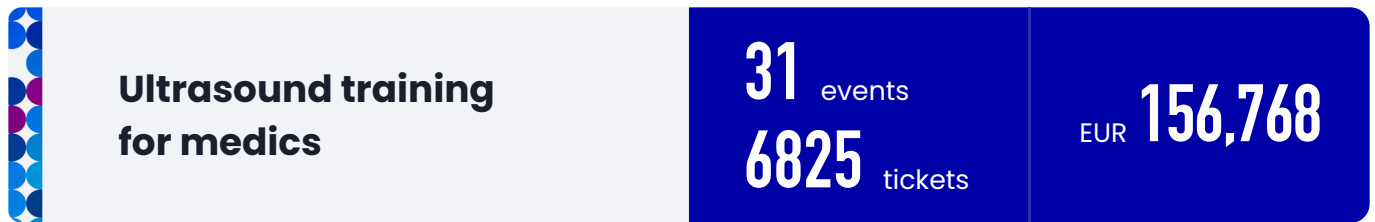
Great earnings await in other industries as well, of course: from teaching methodologies to highly technical issues. Online, you can provide diverse information and explain complex issues.

Webinar on teacher methodology

406 tickets
EUR **15,553**

Training on plant design

52 tickets
EUR **5,988**

Training on the use of CAD software

75 tickets
EUR **4,310**

Best time for the webinar? Hour, day, month

The rule is simple: the better you match the date of the event with the calendar of your audience, the more attendees you will manage to attract.

Our summary of the days and hours most often chosen by event organizers on ClickMeeting in 2023 may be a good guide:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
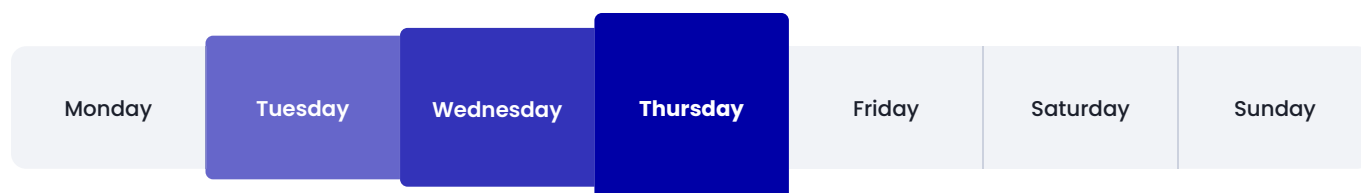
Thus, the classification has changed slightly compared to that year, when Wednesday took the top spot, followed by Tuesday and Thursday. **What does not change, however, is that most events are created in the middle of the week.** Monday and the weekend can therefore mean lower attendance. And how does the question of hours look?

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

This time, 4:00 p.m. is at the top of the list, so the best time for a webinar would be in the afternoon and early evening, while online meetings (but also various types of training) are also often held in the first half of the business day.