

State of Online Events

Creators in the
webinar market

Contents

Introduction	03
Key Findings	05
Online Events in Different Industries	06
Events, Organizers, and Attendees in 2024	08
When to Organize a Webinar?	10
Creators in the Webinar Market	12
Online Events in a Creator's Toolkit	14
Most Profitable Paid Webinars	17
What Did the Paid Events Cover?	19
Donations as a Way of Earning in 2025	22

Introduction



Another year filled with webinars is behind us, and that means another edition of our State of Online Events report. As always, we're examining the state of the online events market. We're also analyzing in detail how representatives from different industries are using webinars and meetings. Similar to previous years, the broadly understood education sector remains the leader, encompassing schools and universities on one side, and private training centers and independent experts sharing their knowledge on the other. But webinars continue to be a vital tool used by marketers and salespeople as well.

An exceptional group of users - internet creators - is playing an increasingly important role in the global market. Online events are one of the ways they monetize their work, but also a tool for building expert image and lead generation. There's no doubt that the number of creators, and therefore webinars created by them, will continue to grow.

Interesting data comes from "The Creator Economy Statistics" collected by Supplygem.¹ Today, there are over 300 million internet creators worldwide, including 50 million independent experts and influencers who earn money through their own webinars, courses, vlogs, and other digital products. In just the last 4 years, their number has grown by 165 million, and the market value is expected to double by 2026, reaching over \$200 billion.

¹ <https://supplygem.com/publications/creator-economy/>

To support this segment, we've recently implemented many new features in ClickMeeting that facilitate selling access to webinars and earning money online. We also dedicate considerable space to creators and their achievements in this report. Success stories of leaders are the best motivation to take action!

Key Findings



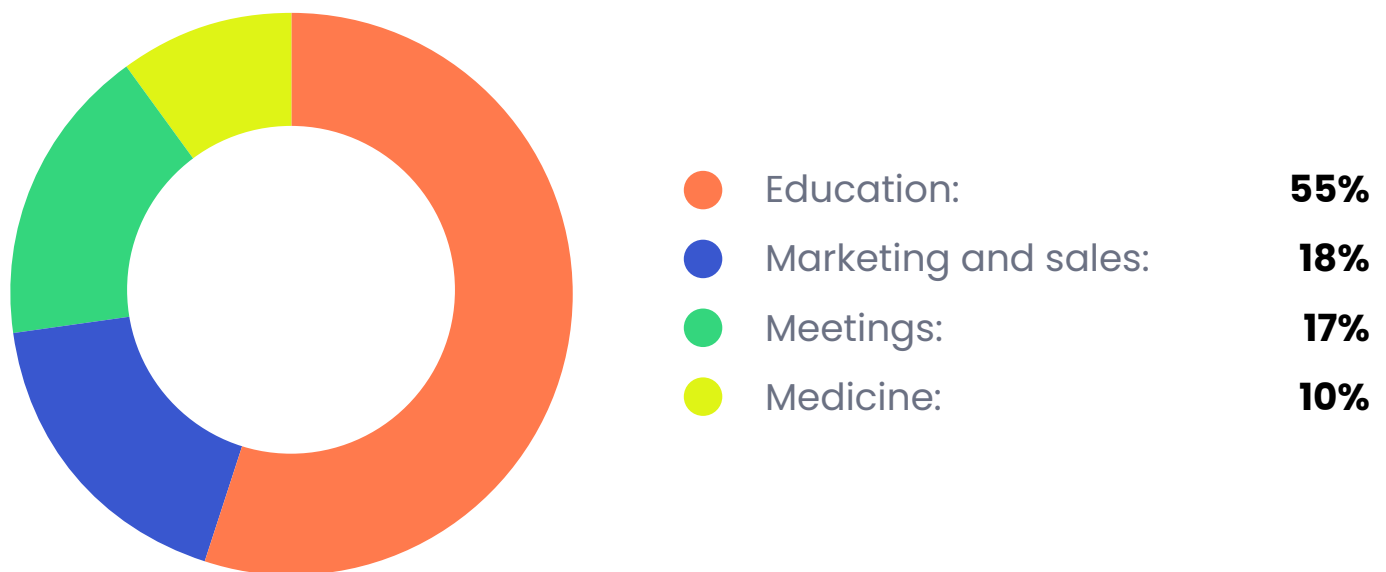
- The average event on ClickMeeting in 2024 lasted 106 minutes.
- On average, an organizer gathered 75 participants.
- Best time for an online event? **In 2024, afternoon (4:00 PM and 5:00 PM) and morning (8:00 AM) were most popular.**
- **The record-breaking paid webinar generated revenue equivalent to €22 647,47 EUR.** The leader sold 1,008 tickets for a single paid event, and their total annual revenue exceeded €178,000.
- Most webinars in 2024 were educational in nature - **various types of training sessions, lessons, or coaching accounted for 55% of all events.** This was followed by marketing and sales events (18%), meetings (17%), and medical events (10%).

Online Events in Different Industries



Hosting online events is increasingly becoming an essential skill in today's world. It's difficult to imagine the work of educators, independent experts, or specialists employed in various companies without it - this particularly applies to people involved in marketing and sales. More and more people are also choosing careers as internet creators.

What industries do they represent? We examined events organized in 2024 on the ClickMeeting platform. Among them, we identified the following categories:



What types of events are most commonly organized by representatives of these sectors? Each is unique, just like the needs of specific organizers and their participants. Here are some examples:

- **Education:** lessons in public and private schools, exercises, lectures for large student groups, tutoring, direct training sessions 1-on-1 or in small groups, open webinars, promotional webinars, paid events, workshops, individual training.
- **Marketing and Sales:** open webinars focused on lead generation, product presentations, events for current clients, client onboarding, open days, demo classes.
- **Business Meetings:** internal team meetings, board meetings, working sessions in various types of companies and institutions.
- **Medicine:** online therapy, medical consultations, telemedicine, training for medical professionals, conferences and symposia.

Events, Organizers, and Attendees in 2024



Now that we know what event organizers do, let's learn more about how they use the platform and what their participant engagement looks like.

75

attendees

took part in an average event



The highest number of participants – 79 – was achieved by organizers from Poland on average. In the German and French markets, it was 73 attendees, in Spain 70, and in the USA and Great Britain 69.

106

minutes

was the duration of an average event



This is slightly shorter than last year when events lasted on average three minutes longer. We also observe differences across various markets. The shortest events were created in Spain and Mexico (99 minutes). In German-speaking countries it's 105 minutes, in Poland 106, in Great Britain, USA, Australia and Canada 108 minutes, and the longest events were organized in France. The average there was 112 minutes.

Remember that event duration is not equivalent to the time users spent in the virtual room.

74**minutes**

was the average participant session duration



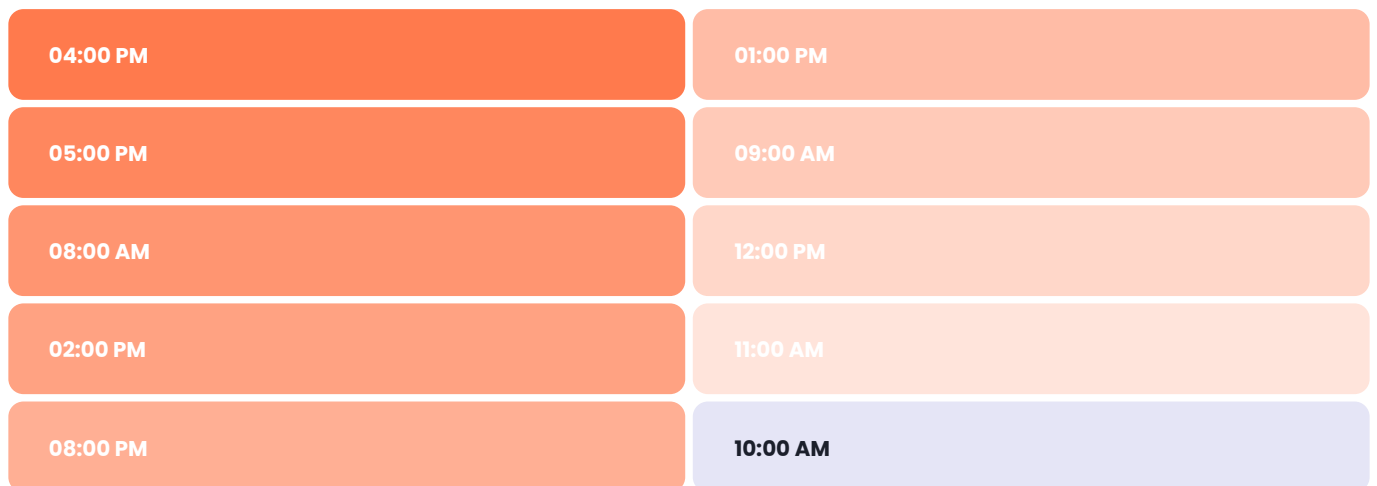
Attendees participated in events for an average of 70% of their duration. That's an excellent result!

When to Organize a Webinar?

It's time to answer an important question that can help you increase attendance at your events. When is the best time for a webinar or meeting?



Wednesday took first place, followed by Tuesday and Thursday. This confirms our long-observed rule: **most events take place mid-week**. Monday and weekends may therefore mean lower attendance. And what about timing?



Once again, 4:00 PM topped the rankings. The best time for a webinar will be afternoon and early evening, while online meetings (and various types of training) often take place in the first half of the business day.

Interestingly, while in Poland, Spain, Great Britain, or the United States, afternoon and evening (4:00 PM to 7:00 PM) are definitely the most frequently chosen times, in the German market most events took place between 7:00 AM and 9:00 AM.

Creators in the Webinar Market



We didn't call 2024 the year of creators without reason. This is a growing group of our clients who use online events as important tools in their work.

According to The Creator Economy Report,² **over 207 million people worldwide now identify themselves as online content creators. Interestingly, their number has grown by over 300% in the last two years.** This shows how rapidly interest in this form of professional activity is growing. We're not just talking about influencers with millions of followers: most creators are experts building smaller but highly engaged communities around specific topics.

This unprecedented expansion is tied to a fundamental change in how creators build their businesses and monetize content. While just a few years ago, brand collaborations and advertising revenue were the main sources of income, we now observe significant diversification of business models. The growth in direct relationships with audiences is particularly important. **Research shows that over 45% of internet users declare willingness to pay for access to specialized knowledge provided by creators.**

The majority of surveyed creators in the American market earn between \$50,000 and \$100,000 annually, showing that content creation has become a legitimate career path. Moreover, many creators are successfully transforming their activities into extensive business ventures, hiring teams and building their own product brands.

² <https://theinfluencermarketingfactory.com/creator-economy/>

The report also indicates significant changes in platform preferences. TikTok and YouTube dominate both in terms of popularity among creators (26% of responses for each platform) and generated revenue. At the same time, we observe the growing importance of hybrid formats: particularly videocasts combining podcast elements with video content, which allows creators to build more lasting relationships with audiences.

It's worth noting the growing importance of artificial intelligence in the creator economy. **According to the report, 21% of creators use AI for content editing, and 20.9% for generating images and video.** These tools don't replace creators' creativity but significantly streamline production processes and allow them to focus on building relationships with audiences.

The sector will undoubtedly continue to develop towards more diverse and sustainable business models. Combining different forms of monetization will be particularly important – from traditional brand collaborations, through selling own products, to exclusive content available in subscription models.

Importantly for marketers and companies, internet creators are increasingly becoming strategic business partners. Their deep knowledge of specific niches and authentic relationships with audiences make them extremely effective in reaching precisely defined target groups.

Online Events in a Creator's Toolkit



It's particularly interesting that webinars and other forms of online events have become one of the key monetization tools for internet creators. **On average, 30% of active creators' revenue comes from organizing online events, workshops, and courses.** That's more than advertising revenue or sponsored collaborations. Creators have realized that direct contact with audiences, even in virtual form, allows them to build stronger relationships and offer greater value.

This phenomenon is particularly visible in the specialized education and professional development segment. **Industry experts who just a few years ago limited themselves to traditional forms of knowledge sharing are now successfully building communities numbering tens of thousands of people.** They conduct regular webinars during which they not only share knowledge but also create space for networking and experience exchange between participants. It's this additional layer of social interactions that makes online events gain an advantage over traditional e-learning forms.

The impact of this trend on the job market is fascinating. **According to research, 15% of professionals already treat online content creation as an additional source of income, and 7% plan to fully transition to this form of activity within the next year.** Moreover, employers increasingly view their employees' activity as internet creators as an asset – it demonstrates their ability to build personal brands and communicate effectively.

If you're considering entering the world of internet creators, you don't need to aim for millions of views right away. What's much more important is building authentic knowledge in your field and finding a way to share it with others. Webinars can be a great first step – they allow you to present your knowledge in an accessible form while providing opportunities for interaction with audiences and collecting valuable feedback.

Organizing webinars allows us to engage trainers from around the world, work with someone who might be sitting in the USA or Bali at the same time, and simply bring all these people together during an event to create a truly unique life experience for people who want to learn from each other. Comparing our statistics with the years before using ClickMeeting, the platform has definitely improved all our business results. ClickMeeting is the right partner for us because it allows us to streamline all the processes necessary for conducting successful webinars.



Max Middelhaue
ELEVEL-Academy co-founder

Let's repeat: over 45% of internet users declare willingness to pay for access to specialized knowledge provided in the form of webinars or online courses. This shows that the market is far from saturation, and the demand for valuable educational content continues to grow.

It's worth noting the changing preferences of audiences regarding online event formats. While initially long, multi-hour webinars dominated, now shorter, more

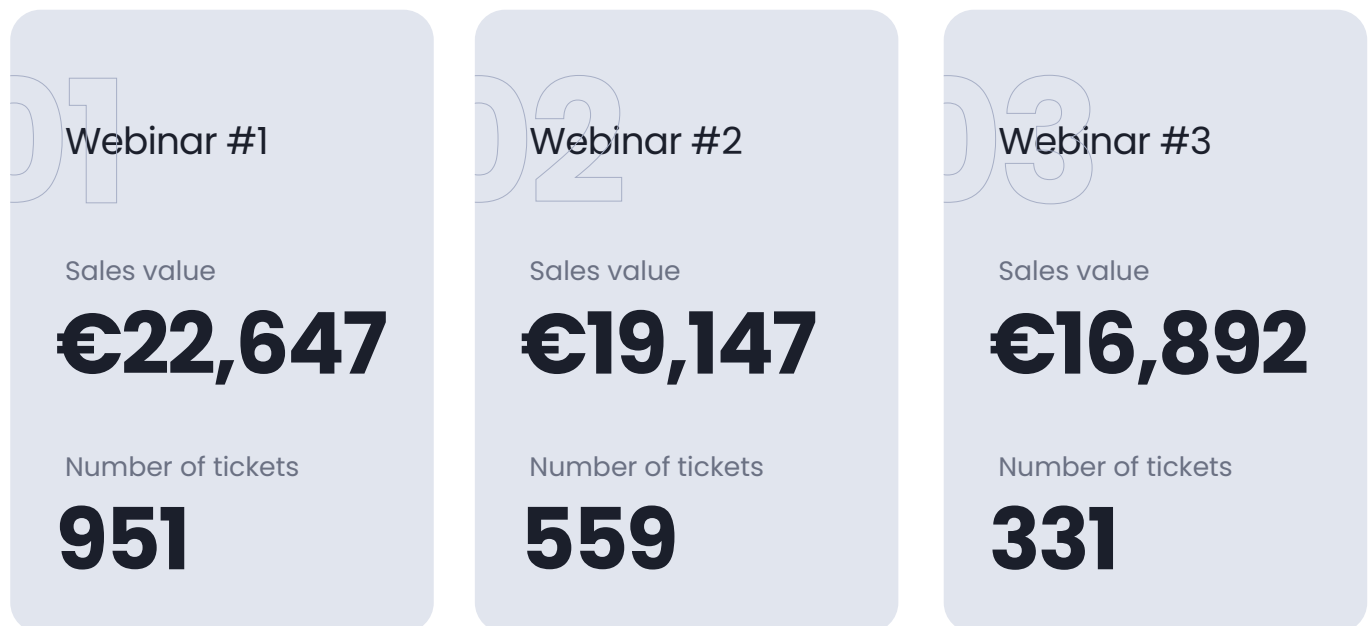
intensive sessions often combined with interactive elements like quizzes, surveys, or breakout rooms are more popular. Participants expect not only knowledge transfer but also the opportunity to immediately apply it in practice.

An interesting trend is also combining webinars with other forms of content. Successful creators often use one online event as a source of many different materials: the recording can be divided into shorter fragments for social media publication, the transcript can serve as a basis for a blog article, and participants' questions can inspire topics for future events. This approach allows maximizing the return on invested time and building a coherent presence across different channels.

Most Profitable Paid Webinars



One of the most effective and simplest forms of earning money online is creating paid webinars. How much did the best experts manage to earn?



On average, **31** people participated in a paid event,
and the **average revenue per webinar was €755**

The total earnings achieved by paid event organizers throughout the year are also impressive. **The leader earned a total of over €178,000, selling more than 21,500 tickets.**

As you can see, you can earn quite a lot from creating paid webinars. Why are they so successful? On the Internet, we search for answers to various questions, both related to professional and private life. **Audiences are very willing to purchase access to paid events and participate in them if they know they'll soon meet with an expert in their field.**

What Did the Paid Events Cover?



Are you wondering if you can start earning money from paid webinars in your field of expertise? The answer is: absolutely yes. Events cover a wide variety of topics.

My audience quickly realized - why travel for a full-day in-person training? It's expensive, involves commuting, parking, sometimes you need to take time off work, there's the issue of picking up children from kindergarten. But online, we log in for an hour or two, the prices of such training sessions are of course much lower, we're right here, we have our dog, cat, and children within reach. Everything is convenient.



Samir Kayyali
Tax Advisor, training author at ClickMeeting

Below you'll find interesting inspirations:



And each of these topics allows for really good earnings. Here are some examples:

<p>Series of 31 live and on-demand accounting training courses</p>	<p>2198 tickets</p> <hr/> <p>€39,367</p>
<p>Webinar on teaching methodology</p>	<p>406 tickets</p> <hr/> <p>€15,507</p>
<p>Equestrian Training</p>	<p>1237 tickets</p> <hr/> <p>€28,586</p>
<p>Live and On-Demand Photography Training Series</p> <p>28 events</p>	<p>991 tickets</p> <hr/> <p>€34,246</p>
<p>Live Event</p> <p>Conference for coaching experts</p>	<p>881 tickets</p> <hr/> <p>€22,104</p>
<p>On demand</p> <p>Conference for coaching experts</p>	<p>350 tickets</p> <hr/> <p>€8,783</p>
<p>Total revenue per event: €30,887</p>	

Training for psychotherapists and psychologists	32 <small>events</small>	€157,983
	7103 <small>tickets</small>	
Training in expert medical examinations	31 <small>events</small>	€156,245
	6825 <small>tickets</small>	
Exam Preparation	240 <small>tickets</small>	€2,759
Childcare webinar	1007 <small>tickets</small>	€36,782
A series of six training sessions for dogs	444 <small>tickets</small>	€15,096
Relaxation Techniques Webinar	156 <small>tickets</small>	€5,558

Donations as a Way of Earning in 2025



But paid webinars aren't everything. New trends are also emerging that will undoubtedly strengthen. The phenomenon of supporting creators through donations is currently undergoing a fascinating transformation. **Research shows that 40% of users provide regular tips to creators in the range of 5–10 dollars, which represents a significant increase from just 17% in 2021.** This is a fundamental change in audience behavior that opens new possibilities for webinar monetization.

What's particularly important for webinar hosts, today's viewer is increasingly aware of the value of received knowledge and more willing to pay for it. **The report shows that over 45% of internet users declare readiness to financially support creators whose content they find valuable.** It's during webinars, where direct exchange of knowledge and experience takes place, that this readiness can translate into concrete actions.

It's worth noting the psychological aspect of donations during webinars. They aren't perceived as a typical payment for service, but as an expression of appreciation and support for the creator. **This builds a much stronger bond between the host and participants. In fact, 35.3% of people declare that their main motivation for making donations is the desire to support a creator they value.**

Here's what Samir Kayyali, Tax Advisor and author of training sessions on ClickMeeting, says:

I said: 'listen, if you like what I'm doing and want to somehow symbolically reward me, use the donation function.' The result? Almost 40% of participants (about 70 people) decided to donate. I suggested that participants transfer me a symbolic €2 for coffee. And note, when I later saw the donation statistics, which show who transferred how much, it turned out that 95% of people transferred exactly €2. You could just as well say 'Transfer me €20.' For many people, for whom your knowledge is often worth more, this won't be a problem.

**Samir Kayyali**

Tax Advisor, training author
at ClickMeeting

How to effectively use the potential of donations during webinars? Here are several key strategies emerging from the report and ClickMeeting clients' experiences:

- **Build authentic value:** this is the absolute foundation and most important motivation for sharing funds.
- **Take care of interaction:** research shows that 17% of viewers make donations to interact with the host. During webinars, it's worth creating space for such interaction.
- **Appreciate your supporters:** up to 28.4% of study participants indicate that the creator's reaction to received support is important to them.
- **Prepare for varied support:** data shows that users are willing to transfer both small amounts (5-10 dollars) and significant sums (over 50 dollars) if they consider the content valuable.

What's particularly important, donations can constitute a stable source of income. **According to the report, 48% of audiences declare that in the next 12 months they intend to start or continue financially supporting creators.** This shows that properly conducted webinars, delivering real value, can generate predictable revenue from donations.

Remember that donations are often the first step to building deeper business relationships. People who start with small payments more often decide later to purchase more expensive content from a given creator.



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