ClickMeeting
Reports

ClickMeeting

State of online events 2025

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Introduction

Paid webinars, lead generation, paid webinars, lead generation, paid webinars, lead generation... If you're asking what organizers used online events for in 2025, that's exactly the answer. WOW!

We've never witnessed such dynamic growth in both the number of paid events and the revenue generated by their organizers. **In just twelve months, the number of tickets sold increased by 24%, while organizer revenue grew by an impressive 40%.**

These numbers reflect a fundamental shift in how experts approach knowledge sharing. **Webinars have become a full-fledged business model that allows you to earn hundreds of thousands of euros annually and/or attract tens of thousands of valuable leads.** And webinar marketing is REALLY effective. Just consider that one ClickMeeting client generated over 81,000 leads through their events in 2025 alone. That's roughly the same number of attendees Dawid Podsiadło gathered at the National Stadium.

We're not talking about influencers with millions of followers. We're talking about experts in their fields: specialist doctors conducting training for colleagues, tax advisors explaining complex regulations, psychotherapists sharing patient care techniques. These professionals build communities of engaged participants who willingly pay for access to proven, practical knowledge.

In this report, we analyze data from thousands of paid webinars organized on ClickMeeting in 2025. We share concrete numbers, show what works and what doesn't, and explain how to join this race.

Let's explore the most important numbers from 2025!

Key Findings

On average, organizers gathered 75 participants. **A typical paid webinar had 41 attendees.**

What's the best time for an online event? In 2025, afternoon and evening were most popular. **Most events were created at 5:00 PM,** with 4:00 PM taking second place and 6:00 PM third.

The average ClickMeeting event in 2025 lasted 102 minutes.

Paid events were longer: they lasted 131 minutes.

The record-breaking paid webinar generated nearly **€37,000 in revenue.**

One paid event organizer earned **nearly €350,000 in a year.** Last year's record was left far behind!

The leader **sold 1,275 tickets to a single paid event.**

The average ticket price was €23. Over the year, it increased by 12.5%.

The average revenue from a paid event was **€1,024.** That's 34% more than a year ago!

In 2025, **24% more tickets** were sold to paid events. Their organizers earned 40% more than the previous year!

The record holder generated **81,018 leads in a year,** while the record event attracted 22,880 leads (unique users).

Compendium of Knowledge About Paid Events

Paid webinars are now the standard in the education and training market. The year 2025 undoubtedly belonged to them.

The data is clear: **participants pay more (average ticket price increased by 12.5%), buy more tickets (24% growth), and generate higher revenue for organizers (40% increase).** This shows the market is hungry for valuable knowledge delivered in a convenient, remote format.

What makes the paid webinar model work better than traditional in-person training? Several things. First — scalability. When running training in a standard room, you must limit participants to its capacity. A webinar? You can have 50, 500, or 1,000 participants.

Second — convenience. Your participants don't need to book hotels, take time off, or travel across the country. They can join from home, the office, or anywhere with internet access. This is especially important for professionals who value every saved hour. Third — automation. A webinar recorded once can work for you for months or years. You can sell access to the recording on-demand, generating revenue even while you sleep.

But beware — participants are demanding. If they pay €100–200 for access, they

expect professionalism, valuable content, and the ability to ask questions. Organizers who treat webinars carelessly — with poor audio, chaotic presentations, and lack of interaction — quickly lose their reputation.

That's why in the following sections we show how the best do it. What topics do they choose? When do they organize events? How long do their webinars last? And most importantly — how much do they earn?

More Events, Participants, and Profits in 2025!

The numbers speak for themselves, but they're worth a closer look. In 2025, 24% more tickets were sold to paid events than the year before. Organizers earned 40% more. What accounts for this difference?

The answer is simple: participants pay more for valuable knowledge. **The average ticket price increased from €20 in 2024 to €23 in 2025 — a jump of 12.5%.** But that's just the beginning. In some niches, especially the most specialized ones, ticket prices regularly exceed €1,000.

24% More tickets

40% Higher profits

12,5% Higher average ticket price

34% Higher average revenue

Second phenomenon: professionalization of organizers. Market leaders no longer organize single, one-time webinars. **They create event series, build communities of regular participants, and offer various access packages.** One organizer sold over 14,000 tickets to their paid webinars in a year.

Third trend: more participants per event. **Paid webinars averaged 41 attendees — up from 31 participants the year before.** Why the improvement? Organizers better promote their events, invest in advertising, build email lists, and leverage recommendations from satisfied participants of previous editions.

The average revenue from a paid event was €1,024 — 34% more than the previous year's €763. This shows paid webinars are no longer a curiosity but a serious income source for thousands of experts.

€36,997

Record-breaking webinar earnings

€348,867

Top earner's income in 2025

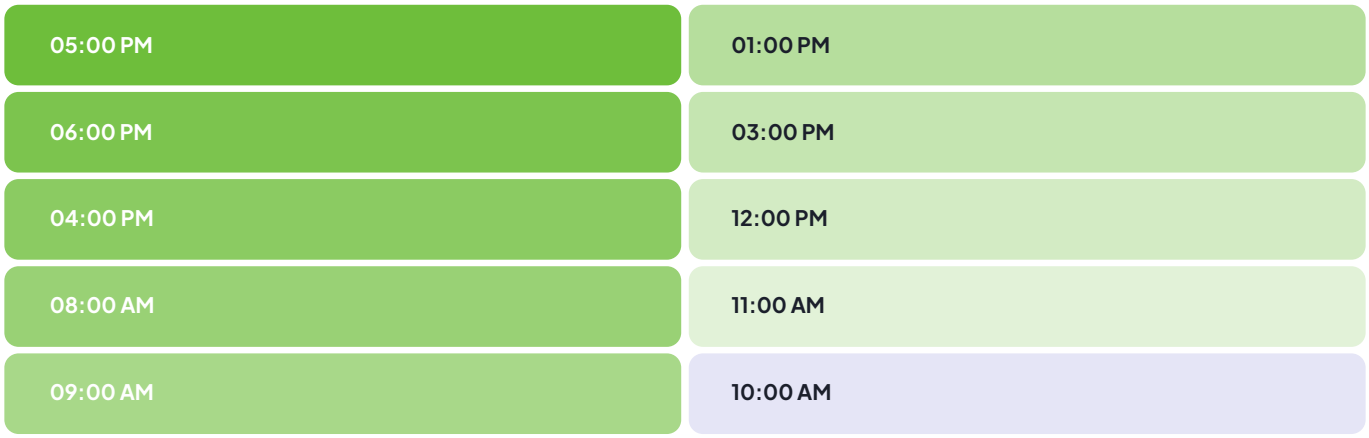
Record of the year? **One organizer earned nearly €350,000 on paid events.** That's twice as much as last year's leader. The best paid event generated over **€36,000.** Great result for one afternoon, right?

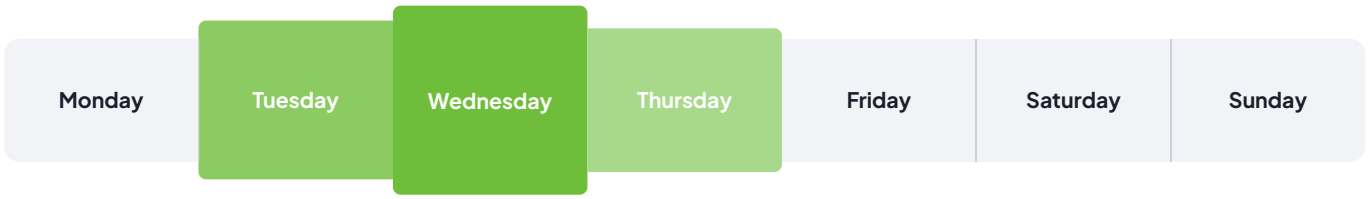
When, What Topics, and How Much?

A good webinar isn't just valuable content. It's also the right timing, event length, and ticket price tailored to your target audience. Here's what the data shows.

When to Organize Webinars?

Most paid webinars were created between 4:00 PM and 6:00 PM. This makes perfect sense — most participants finish work at 4:00–5:00 PM and can comfortably join the event from home. Thursdays and Wednesdays dominate. These are the days when participants are already tired from the week but still have enough energy to attend training.





Significantly fewer events take place at the beginning of the week and on weekends. Monday is a day of 'getting into the week' — people have full calendars, accumulated emails, and are mentally preparing for upcoming tasks. They don't have time or energy for extra webinars.

Weekends? People simply rest. They spend time with family, pursue hobbies, disconnect from work. Unless you're organizing a hobby-related event (e.g., photography, gardening, cooking), you can write off weekends as webinar time.

How Long Should a Webinar Last?

A paid event lasted an average of **131 minutes.** That's **28% longer** than the average duration of all events on ClickMeeting (102 minutes). Why? Participants who pay for access expect more than a basic introduction to a topic. They want in-depth analysis, case studies, Q&A sessions, and the opportunity to ask detailed questions.

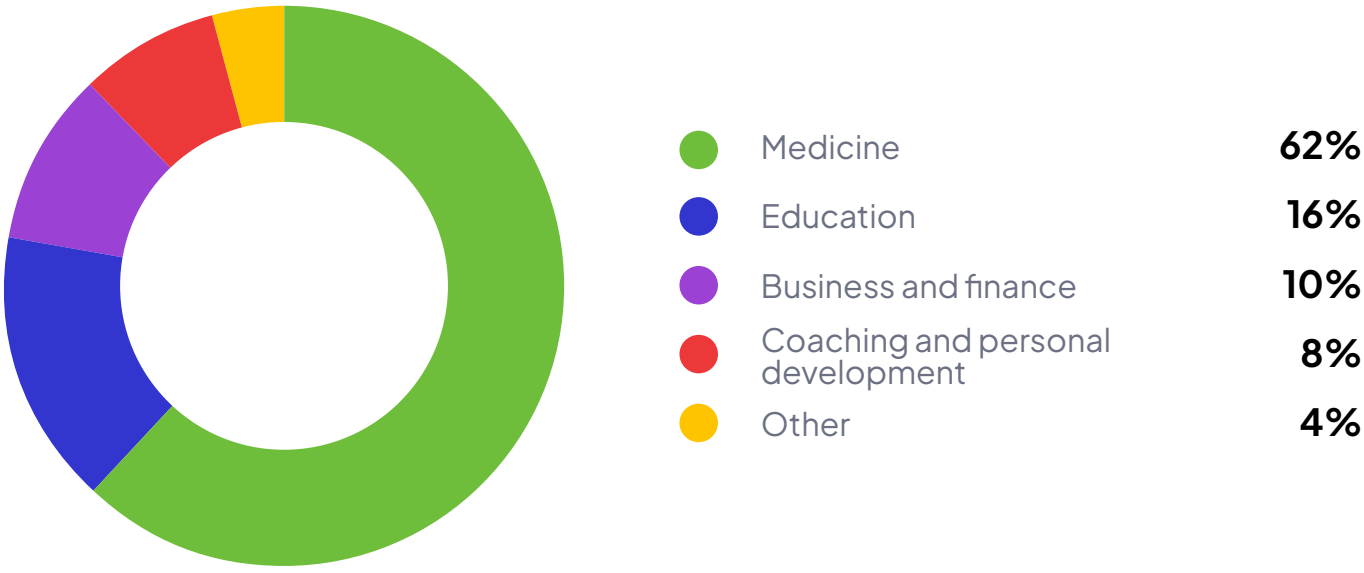
102 **minutes**
Average event duration

131 **minutes**
Average paid event duration

The best organizers divide their webinars into segments: **60–70 minutes** of substantive presentation, 30–40 minutes for questions and answers, plus additional time for networking or working in smaller groups. This format works especially well in training sessions for professionals.

What are paid webinars about?

The largest share of paid events—**62% of all paid webinars**—focused on **medical topics.** This is a highly specialized field. Medical professionals must continually improve their skills and learn new procedures. Webinars are an ideal format: they can be attended at convenient times, there's no need to travel across the country, and the substantive quality often surpasses that of traditional conferences.



Second place goes to **education (16%),** including exam-preparation courses, training for teachers, and methodological workshops. Third is another broad

category: **business and finance (10%),** covering a wide range of topics—from tax settlements and accounting, through project management, to social media marketing.

Coaching and personal development account for **8%** of the market. The **"other"** category (**4%**) includes very diverse events—lifestyle webinars, parenting topics, hobby development, yoga sessions, and classes for team sports coaches.

How Much to Charge for a Webinar Ticket?

The **average ticket price was €23.** Year over year, it increased by **12.5%,** up from **€20.91.** But averages are one thing, and market reality is another. The most **expensive ticket** cost **€1069.** There is no shortage of **high-ticket offers**—quite the opposite. They are gaining an increasingly larger share of the market, especially in specialized and niche industries.

€23 Average ticket price

€1069 Maximum ticket price

In most industries, prices range between **€15 and €50** for a **1–2 hour webinar.** However, there are niches where participants willingly pay **€100–300**, or even **€500.**

Examples? Advanced ultrasound courses for doctors, training on new technical tools, or tax law workshops for accountants.

How to set the price? Look at the competition and confidently price your own expertise. If you're running the first edition of a webinar, it may be better to start with a slightly lower price and gradually increase it as you build a base of satisfied participants and positive reviews. Organizers with an established reputation can confidently charge even several times more—especially if they offer a certificate, additional materials, and access to the recording.

The Most Profitable Webinars

Now for the most interesting part—**specific examples of webinars that generated the highest revenue.** These numbers may surprise you, but remember: every one of these organizers started from zero. The difference between them and thousands of other experts? **Consistency, professionalism, and a deep understanding of their audience's needs.**

Webinar on Tax Law Changes

€36,997 revenue

1275
Participants

€29
Average ticket price

This was an absolute hit. The organizer—an established tax advisor—ran a training session focused on changes in tax law. Why was it so successful?

First, **timing.** The topic was highly relevant to a broad audience and helped participants prepare for upcoming changes.

Second, **the organizer's reputation.** This wasn't a random webinar run by someone who skimmed the regulations a week earlier. A strong expert brand, built consistently through webinars, really pays off.

The result? **Over 1,200 people** paid an average of **€29** for access.

Webinar on Tax Law Changes

€23,795 revenue

674
Participants

€35
Average ticket price

This full-day conference for medical professionals generated substantial profits for the organizers. Why? Above all, thanks to **highly specialized subject matter and renowned speakers.** In just a few hours, they delivered a massive

amount of knowledge—knowledge that can literally **save lives.**

Accounting Webinar

€21,252 revenue

503
Participants

€42
Average ticket price

Taxpayers don't like tax changes—and neither do accountants. This training was aimed exactly at them. In just two hours, it helped participants prepare for new regulations and delivered **strong revenue** for the organizers.

Lead Generation — Webinars as a Customer Acquisition Tool

Paid webinars are one thing, but for many event organizers on ClickMeeting, the goal is quite different: **lead generation.** There are also plenty who successfully combine both approaches. By a lead, we mean a unique user who registered for a webinar and provided their contact details. This is a potential customer who has expressed interest in your offer and agreed to further communication.

Data from 2025 shows that webinars are the **most powerful lead-generation tool** available to both B2B and B2C companies. Top organizers acquired **tens of thousands of leads** over the course of a year—without massive advertising budgets, without cold calling or mass emailing, and without aggressive sales tactics.

Events That Generated the Most Leads

The ranking of the most popular webinars in 2025 shows how diverse industries successfully use online events to build their contact databases.

22 880 **leads**
Webinar on Tax Issues



The undisputed leader of the year. This was a **free educational webinar** that attracted accountants, entrepreneurs, and managers interested in changes to tax regulations. Why did so many people sign up?

The timing was perfect—the webinar took place just before the tax filing deadline, when thousands of businesses were actively looking for practical guidance. Once again, the organizer's **strong expert personal brand** played a key role—a brand built, it's worth adding, largely on webinars .😊

14 023 **leads**
Marketing Webinar for Accountants



Can we already call 2025 the year of accounting? Second place goes to a webinar aimed at accountants who want to grow their accounting firms. The topic? How to acquire clients in the digital age, how to build a personal brand, and how to use social media to promote accounting services.

The organizer used a simple but highly effective strategy: creating a **funnel of several free webinars** that led to a paid mentoring program. The first event alone attracted **14,000 participants.** Wow!

9 433 **leads**
Marketing Webinar for Educators



Third place goes to a webinar for teachers, lecturers, and trainers who want to move their work online and simply teach better. The organizer explained how to create online courses, how to sell knowledge through webinars, and how to build a community around a personal brand.

This is a perfect example of a webinar that functions as a **lead magnet** for future products. Participants who attended the free event later had the opportunity to purchase paid training programs, tools, and coaching services.

> Some participants convert already during the webinar. For example, someone clicks a call-to-action button, signaling that they belong to a group of potential customers worth investing a bit more effort in. But we also continue to use the content after the webinar through content recycling. For me, it's a kind of base that I draw from repeatedly. I don't have to create content from scratch—I just maintain consistency.



Łukasz Kosuniak
B2B marketing expert

Top Organizers – Lead Generation Record Holders

When we look at the full-year results, the numbers become even more impressive. Here are two organizers who stood out in lead generation in **2025.**

81 018 **leads**
online class platform

The undisputed winner is an online platform offering video conferencing and online classes focused on health, prevention, well-being, and quality of life. Its target audience? Both individual customers and companies operating in this sector.

How did they manage to generate over **81,000 leads?** Their strategy was multi-layered:

- Regular educational webinars on health-related topics
- Cooperation with NGOs
- Corporate offers aimed at HR departments of large companies
- An ambassador program

62 034 **leads**
software house

Another strong result came from a software house developing solutions for business clients.This company focused primarily on marketing webinars—it didn't sell directly during webinars but used them as a tool to build brand awareness and generate contacts for the sales team.

The strategy was simple:

- Regular webinars on technology trends
- Project case studies
- Panel discussions with industry experts

Participants received valuable knowledge and inspiration, while the company gained leads—contacts to decision-makers in firms that might need its services.

The B2B sales cycle is long—often **6–12 months** pass between the first webinar and signing a contract. But once signed, contract values often reach **hundreds of thousands of EUR.**

Key Takeaways for Organizers

Analyzing the best practices of lead generation leaders reveals several recurring patterns:

- **Consistency above all else.** All three record holders didn't organize one-off events—they ran regular weekly or monthly webinars. This builds recognition and makes it easier to attract participants.

- **Value before sales.** The best lead-generating webinars deliver massive value for free. Participants feel they received something meaningful and are naturally more open to further cooperation.

- **Segmentation matters.** All top companies knew exactly who they were talking to. They avoided generic "for everyone" webinars and focused on specific target groups with specific problems.

- **Follow-up is crucial.** A lead is just the beginning. The magic happens after the webinar—follow-up emails, special offers, invitations to future events. The best organizers have well-developed sales funnels that guide leads through successive stages of the buying journey.

> Events hosted on ClickMeeting have allowed us to promote our brand and popularize it among people interested in HR and payroll issues. Our free webinars have truly given us unlimited access to a pool of experts who subsequently take advantage of our training programs.



Katarzyna Bielecka
Founder of Verte Training Center

Additional Earnings from the Partner Program

Now that you know how to earn from paid webinars and lead generation, it's time for the third model — earning by referring the platform itself. This is an even simpler way to earn extra income that doesn't require organizing any events. And you already have a base of interested leads. If you regularly talk with people who could benefit from a webinar tool — you can earn from it.

More and more webinar organizers are using this option! **In 2025, 300% more accounts were created through the ClickMeeting partner program than the previous year.** And our partners are accelerating. In the last quarter, 86% more accounts were created than in the third quarter!

How Does It Work?

The mechanism is simple. You get a unique partner link. When someone clicks your link and buys a ClickMeeting subscription, you receive up to 33% commission on their account value for up to 12 months.

€1,406

Maximum you can earn per account

120 days

Your users have this much time to complete purchase

Up to 33 %

Commission you'll get for each paid account from your referral

Who Can Earn from the Partner Program?

- **Bloggers and content creators** — if you write about marketing, online education, sales, or running a business, ClickMeeting is a natural product to recommend. An article 'How to organize an effective webinar?' with a partner link can bring you commissions for years.

- **Consultants and marketing agencies** — do you advise clients on marketing strategy? Do you recommend tools? ClickMeeting can be part of the ecosystem you build for your clients. And you can earn from it.

- **Trainers and educators** — do you run corporate training? Teach others how to build online businesses? Your participants will sooner or later need a webinar tool. Better they buy it through your link.

- **Group and online community administrators** — do you run a Facebook group for entrepreneurs, marketers, or specialists from a specific industry? When someone asks 'What webinar tool do you recommend?', you can honestly recommend ClickMeeting — and earn from it.

- **Influencers and industry experts** — if people ask you for recommendations and trust your opinions, the partner program is a way to monetize that position.

I want to transform the ClickMeeting affiliate program into a long-term revenue stream that strengthens my business. As webinars are becoming easier and easier to run, customer demand for moderator services is decreasing, so this is a good direction for our organization to continue generating revenue without significant time involvement.



Shane Skwarek
S-FX.com

Want to start?

The ClickMeeting partner program awaits. Free registration, no obligations, up to 33% commission, 120 days for conversion. Everything you need to turn your referrals into real income.

The ClickMeeting partner program

Summary

The year 2025 was truly intense! The numbers speak for themselves: 24% more tickets sold, 40% higher organizer revenue, over 80,000 leads collected by the best. These aren't random fluctuations — this is stable, dynamic growth.
What does this mean for you?

If you're an expert in your field and wondering whether webinars can be a revenue source — the answer is yes. The market is ready, technology is available, and participants pay for valuable knowledge and readily register for promotional webinars.

If you run a business and are looking for ways to acquire customers — webinars are the most effective lead generation tool in your arsenal. Leaders generated tens of thousands of leads in 2025. Without huge advertising budgets, without cold calling, without pushy sales.

What's next?

If you're not organizing webinars yet, 2026 is the perfect time to start. The entry barrier is low, competition isn't overwhelming yet, and demand for valuable knowledge is growing.

If you already run webinars but results are below expectations — look at the practices

of leaders described in this report. What do they do differently? What sets their events apart?

The data from this report shows the opportunities are enormous. We're keeping our fingers crossed!

Good luck!
ClickMeeting Team

ClickMeeting