



Event Execution & Hosting

Webinars are widely accepted as a cornerstone of modern marketing programs, but the format's success also means webinar hosts must optimize their planning and execution to maximize their results. The following metrics provide a look at the best practices for hosting and executing your webinars and online events.



Mid-week days are cited as best days to host a webinar, with Tuesday and Wednesday finishing in a dead heat.



The majority of webinar producers – **69%** – are managing events with internal teams and utilizing a self-service platform.



While the majority of respondents cited an average of **300-500** webinar registrants, the overall average was **260** registrants.



Average webinar attendance rate is **40%-50%** of registrants.



49% of webinars are **one hour** in length while **40%** last between **30 and 45** minutes.



Questions are used to engage with the audience on **54%** of webinars and **polls** are used **34%** of the time.