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.

### Event Execution & Hosting

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.

40% 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.

ReadyTalk delivers audio, video and web conferencing services that are user friendly, reliable and supported by a team of professionals. We deliver the tools and support you need to schedule and host polished webinars that create awareness and generate leads. Plus, ReadyTalk integrates with Eloqua, Marketo, ExactTarget, Salesforce and others to help you get more from your webinar dollar. To learn more about how ReadyTalk can help you grow your webinar programs, visit www.readytalk.com or contact sales@readytalk.com. For the complete infographic series on promoting your webinar from start to finish, click here.