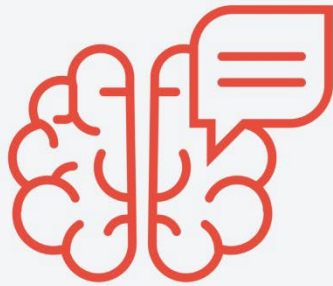


# 2020 Virtual Event & Webcast Benchmark Report



A look at trends from  
attendance to engagement



ommuniqué

# Executive Summary

Virtual events became a critical tool in 2020, enabling organizations to engage with their internal and external audiences globally. Demand for Communique's virtual event platform and services grew 418% in 2020.

As we look ahead hybrid events, creating a virtual component to a physical event, will be a necessity in 2021 and beyond.

In this report we will take a look at a cross sample of virtual conferences hosted for clients during 2020. The data will better guide our customers with best practices learned from our findings of Virtual Conference performance.

## METHODOLOGY

### Date Range:

- The data provided in the report represents a 12-month period including both live and on-demand for accuracy.
- The date range starts Jan 1, 2020 through Dec 31, 2020.

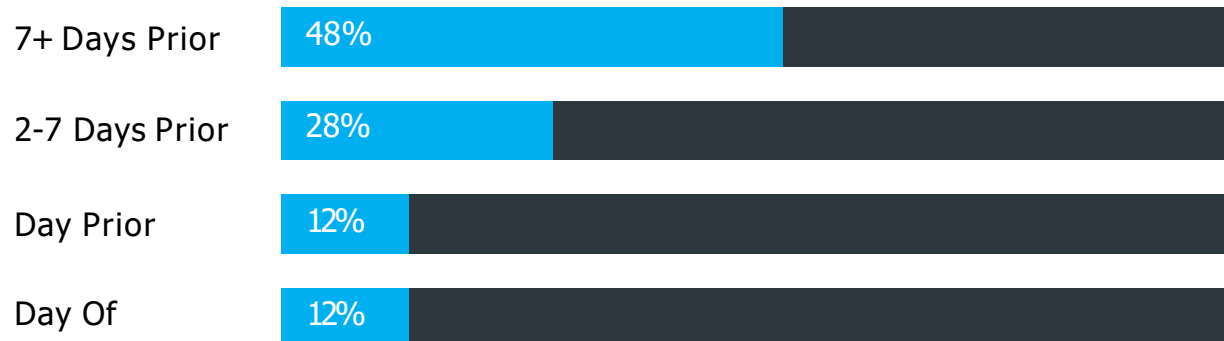
### Customer Sample:

Communique has delivered thousands of webcasts and virtual events for businesses, associations and government organizations in 2020. We took a sample of these programs that meet our benchmark criteria to share some of the best practices and trends we are seeing across our customer base.



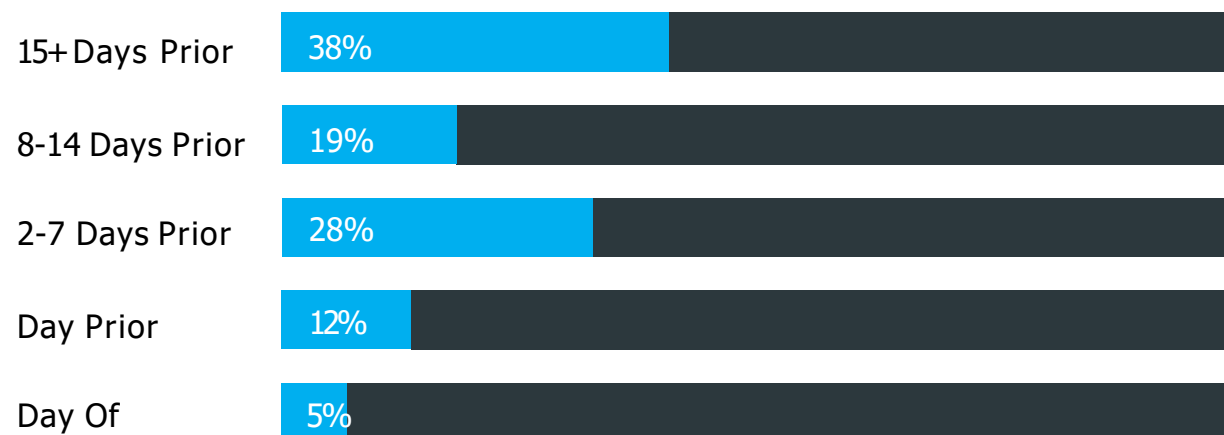
# Registration & Attendance

## WEBCASTS ATTENDED LIVE BASED ON WHEN THEY REGISTERED



Timing plays an important part of your communication strategy. Be sure to take a look at when your audience is registering when scheduling your promotions. As a best practice we recommend activating your marketing 1 month prior to the webcast.

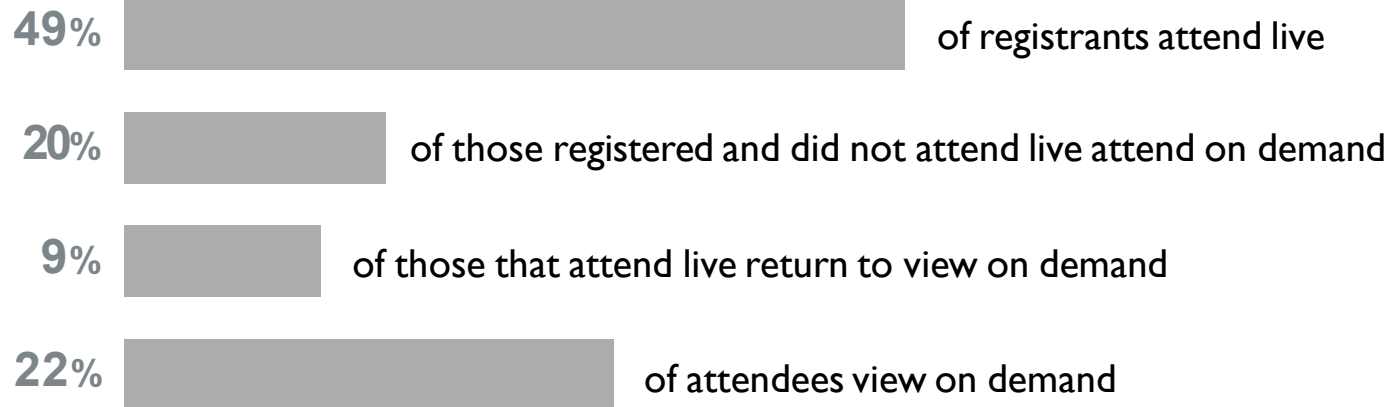
## VIRTUAL EVENTS ATTENDED LIVE BASED ON WHEN THEY REGISTERED



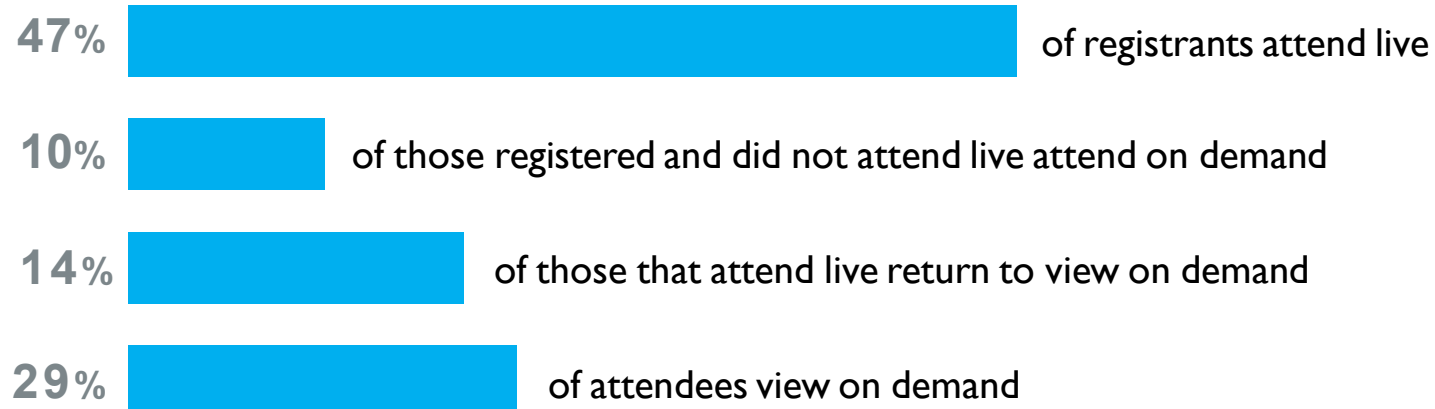
Virtual Events require a much longer time commitment from your audience than a stand-alone webcast so be sure to start your promotions at least 2-3 months prior to your event date to reach your goals.

# Registration & Attendance

## Webcasts



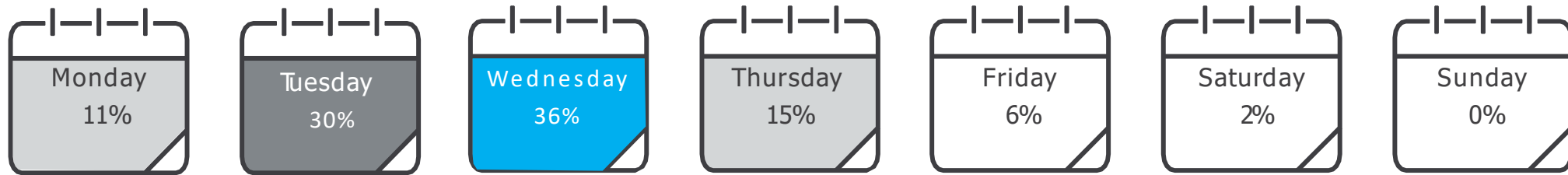
## Virtual Conference



Note: The data in this report primarily comes from marketing-driven virtual events; however, there are internal communications events in this study, which has a higher attendance rate.

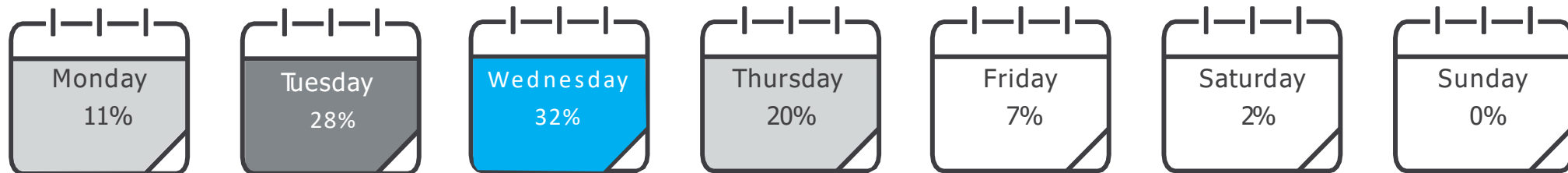
# Most Popular Days & Time of Day

## MOST POPULAR DAYS TO SCHEDULE A VIRTUAL CONFERENCE



Virtual Conferences typically include 1-3 live days, followed by 30 – 60 days on-demand period. Events that are scheduled for multiple days tend to start earlier in the week on a Tuesday or Wednesday.

## MOST POPULAR TIME OF DAY TO SCHEDULE A WEBCAST





# Promotional Cycle

## BEST DAYS TO SEND PROMOTIONAL EMAILS



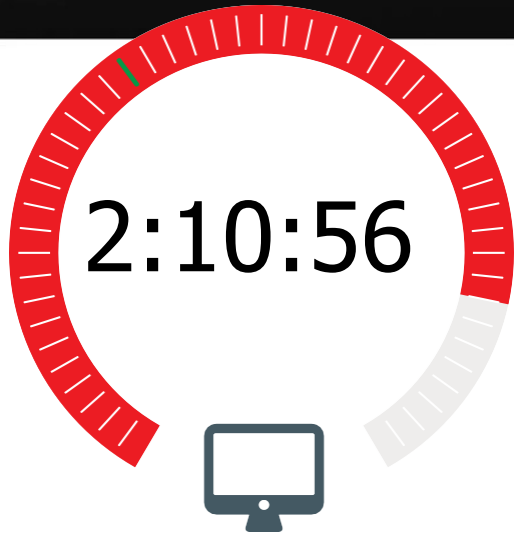
Various studies have found that mid-to-late morning is the best time to send emails, as people take a break from work or go for an early lunch.

Depending on your market, it's likely that you're sending across multiple time zones. If this is the case, try to assess where the majority of your audience is located and send accordingly based around that time zone.

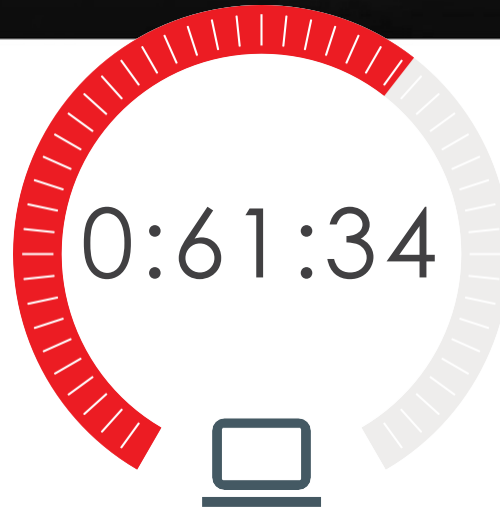
Make sure to optimize your emails for a mobile user experience. While desktop continues to be utilized, mobile devices are quickly becoming just as relevant for email users.



# Average Attendee Duration



Average view time of live  
Virtual Conference



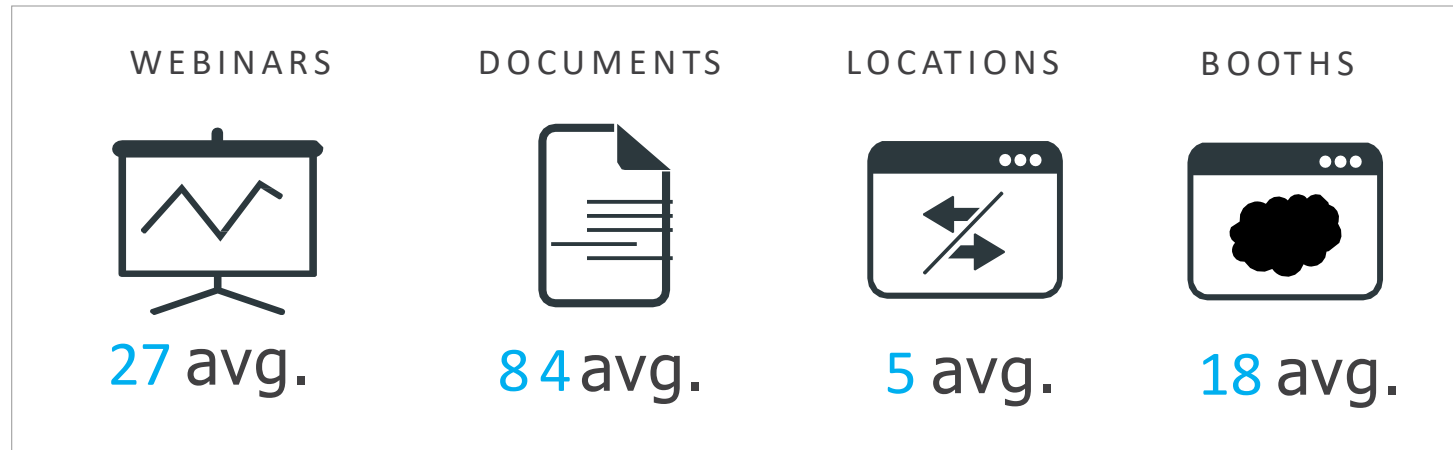
Average view time of on-demand  
Virtual Conference



Based on the average view times, including townhall presentations may increase the average attendee view time and engagement.

# Virtual Conferences Are Made of

Virtual Conferences give hosts the opportunity to create a branded environment filled with content and engagement features to help attendees learn, connect, and engage from any location or device.



Presentation, document, video and webinar views are all tracked giving event hosts insights into the content their attendees are most interested in. Gamification elements such as scavenger hunts and trivia boost retention and drive interactivity.

74% of Webinars include video vs. 38% in 2019. Speakers are becoming more comfortable hosting video webcasts. Broadcast-level quality (TV & YouTube) and production is critical to engagement and retention.



# Attendance, Engagement & Content Consumption



1,849

avg. # of attendees



964

avg. chats initiated



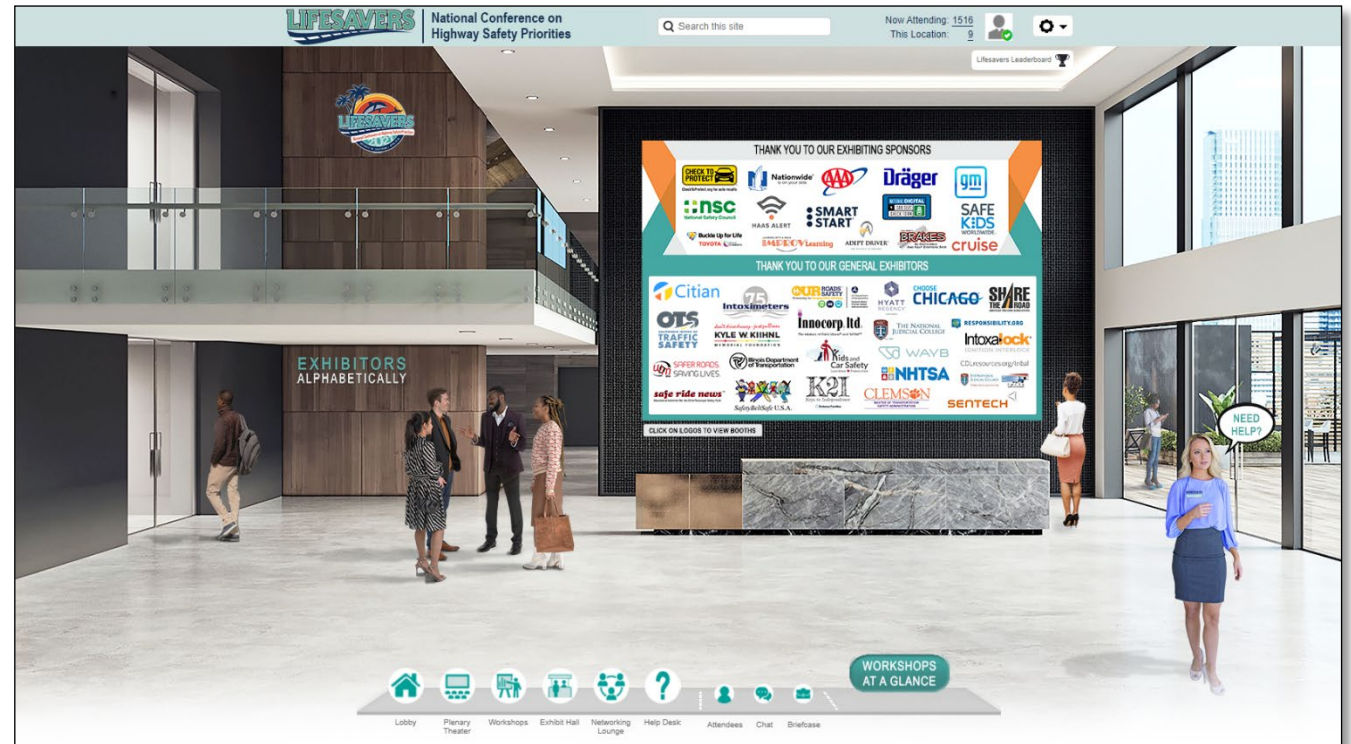
10,953

avg. content views



12,483

avg. # booth visits



# 3<sup>rd</sup> Party Software Integrations



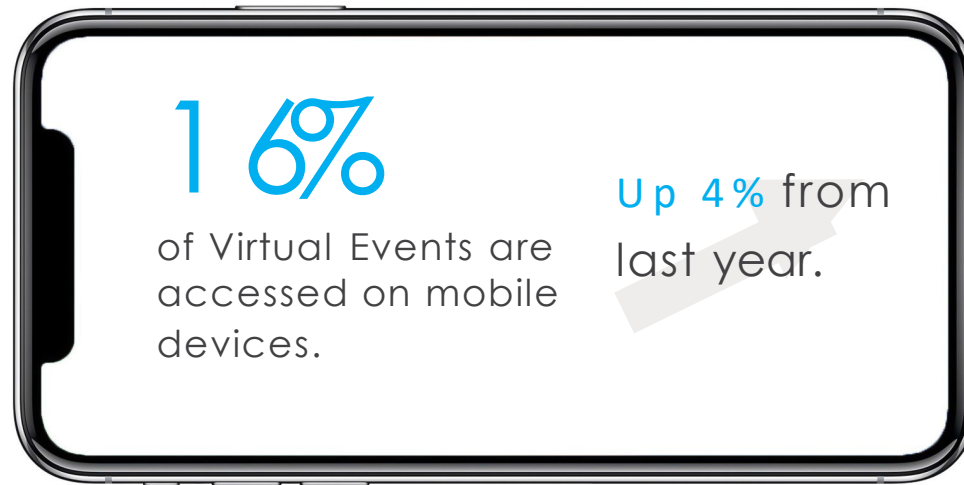
Virtual Conference customers are leveraging enterprise integrations with leading CRM and Marketing Automation platforms to seamlessly pass along registration and attendee activity.

This allows for better campaign follow-up and nurturing for sales and marketing professionals.



# Mobile Access

2018 BENCHMARK REP



84%  
of online events are  
accessed on  
desktops or laptops.

Attendees can access content at anytime from anywhere on any device and now on their preferred browser without sacrificing any features from the desktop experience.

Although, majority of your audience is still viewing from their laptop and desktop computers, smartphone and/ or tablet device usage continues to grow, so be sure your content is optimized for this format.

# Key Takeaways & Recommendations

2018 BENCHMARK REP

1. Hosting a virtual event takes the same amount of time and effort as planning and setting up a physical event. The only difference is the venue used to host the event.

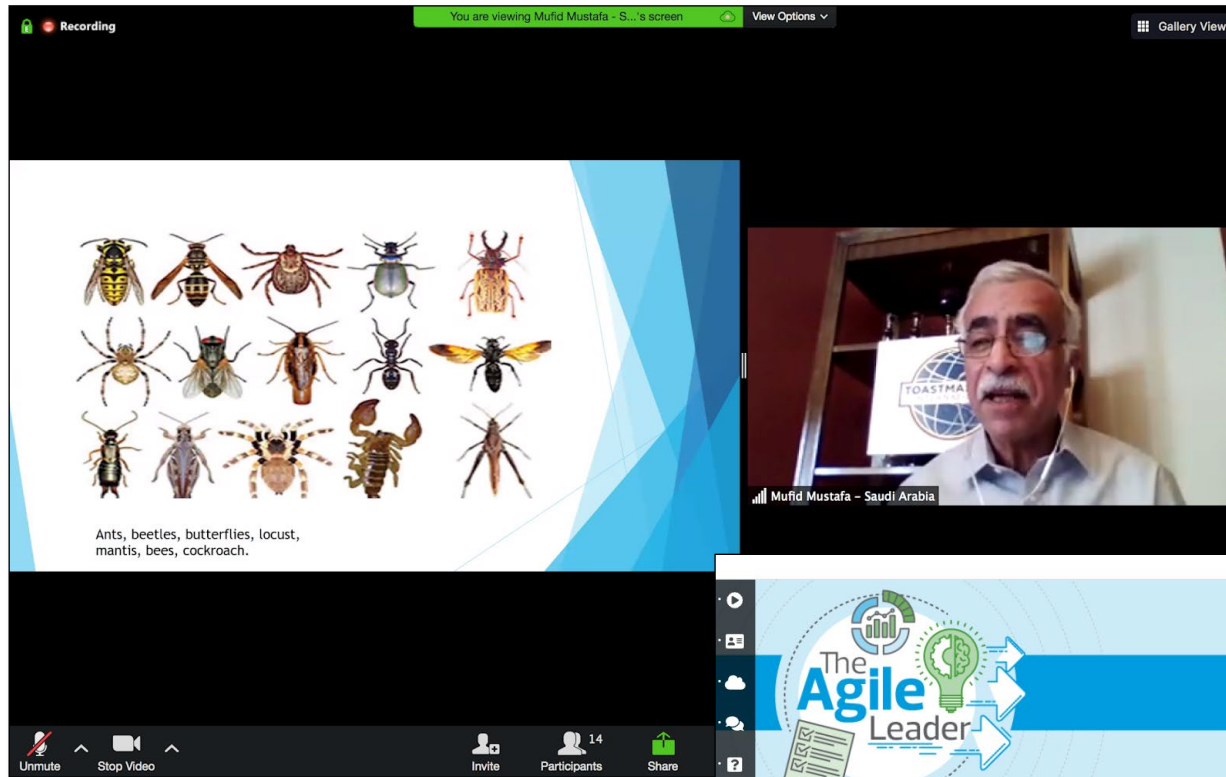
The virtual event platform is just the venue to facilitate hosting the event. Although it is important to properly evaluate and choose the right virtual event provider, it is ultimately up to the organizer to (a) set up an agenda that lends itself to a virtual audience (reduced attention span) joining from varying time zones. (b) create engagement opportunities (Q&A, networking, group discussions, etc.). For example, include 5-minute breaks between sessions to allow attendees to explore booths and network.

2. Much as is the case for real-world trade shows, attendance at virtual events is primarily driven by an individuals' interest in presentations to be given at an event. Don't just deliver boring Zoom sessions with slides. The key to engagement and retention is spending time and budget producing YouTube quality sessions with compelling music and graphics.
3. Communication is key. Most virtual event platforms are easy to navigate, but beyond that, attendees need to know how to access the agenda and use features to make your event stand out such as gamification, photo booth, chat, networking, booth rep appointment scheduling, etc. Organizers should create custom navigation videos and PDF guides. Set up a help desk room for easy access to organizers for questions. Finally, use live day broadcast messages to tell attendees what to do and when.



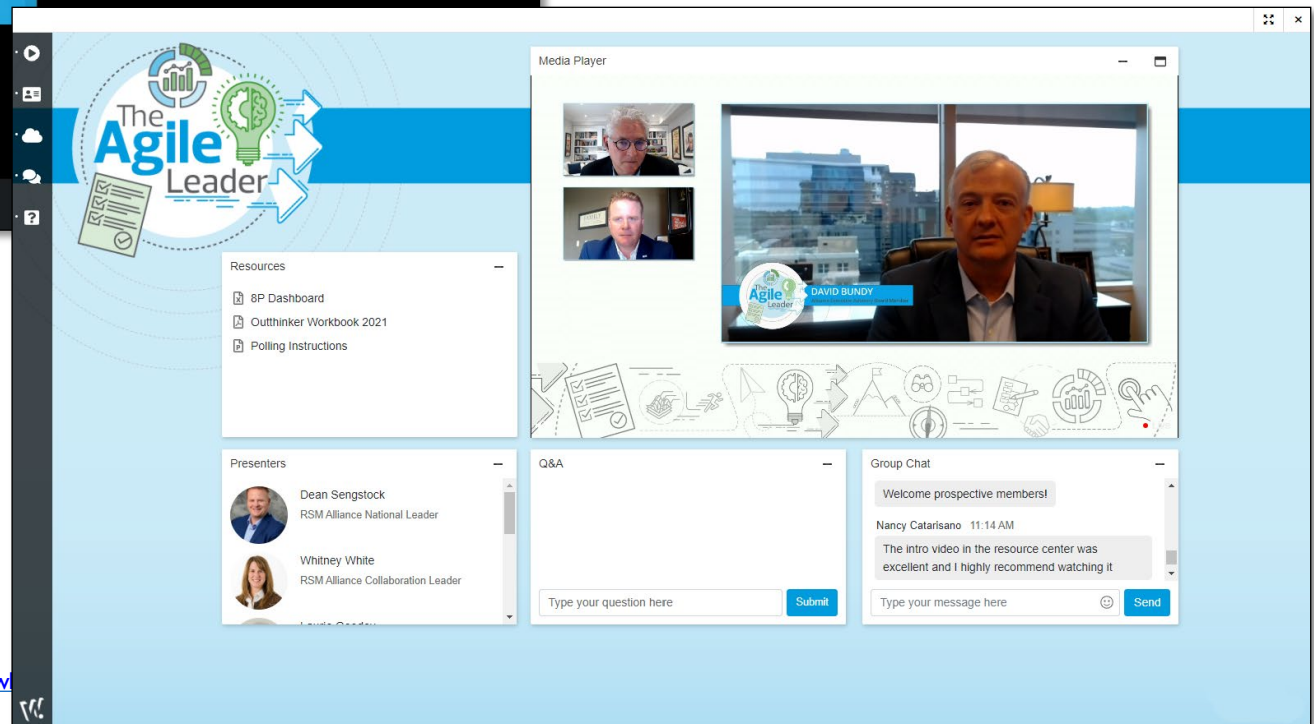
# Example High Production Webcast

2018 BENCHMARK REP



NOT EXCITING

WOW FACTOR & MORE ENGAGEMENT



For more information please visit <https://www.virtualtradeshows.com>



## About Us

Communiqué Conferencing, Inc. provides reliable virtual event platform and services to mid-to-large sized businesses, Government and non-profit organizations globally. Our rock-solid, and highly secure, virtual conference platform and webcast technology is backed by fanatical customer support before and during events. Communiqué Conferencing has a global reach extending to NorthAmerica, EMEA, Australia, and Singapore. For more information visit [www.VirtualTradeShowHosting.com](http://www.VirtualTradeShowHosting.com)



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