

Virtual Trade Shows 2016 Benchmark Report

A Look at Trends from Attendance to Engagement

OVERVIEW

As business becomes increasingly geographically dispersed, organizations are relying on Virtual Trade Shows and webcasts to extend their reach, drive engagement and maximize ROI.

Virtual events are used to reach and engage employees, enable sales teams, and for training and continuing education. Use cases include:



Marketing:

- Virtual Tradeshows
- User or Partner Conferences
- Product Centers
- Leadership Forums

Training:

- Sales Resource Centers
- Partner or Employee Training Centers
- Learning Portals

HR:

- Virtual Job or Career Fairs
- Virtual Benefits Fair
- Employee Onboarding

This study was conducted by [Communique Conferencing](#), to provide insights and comparisons into virtual trade shows and webcasts to share best practices learned from our findings.

METHODOLOGY

The data provided in the report represents a 12 month period from January 1, 2016 through December 31, 2016 including both live and on-demand for accuracy.

Communique Conferencing has delivered thousands of webcasts and virtual trade shows over the past 12 months. We took a sample of client (ranging from large enterprise to SMB) events to share some of the trends we are seeing across our customer base.

This study measured statistics across the entire lifecycle of a virtual trade show and webcast, including: virtual event promotion and registration metrics, webinar and virtual trade show interactivity metrics, audience viewing habits and both live and on-demand attendance and conversion metrics.

Unless noted otherwise, virtual trade show and webcasting event types are defined as:

- Live events: Events that are “live” on a specific day and time.
- On-demand: events that are accessed upon request anywhere, anytime. These also include live online events and webcasts that have been archived for additional viewing.

Unless noted otherwise, audience information is defined as:

- Registrants: people who registered to view an event.
- Attendees: people who registered to view an event and attended that event.

VIRTUAL TRADE SHOW AVERAGE TIME & DURATION

The average “live” period for virtual trade shows, across all use cases, is 7 hours typically spread over 1-3 live days. For example, a virtual trade show might advertise two, 3 hour duration, live days.

PROMOTIONAL CYCLE

Registration percentage by event proximity

15%	27%	29%	29%
28+	7 to 14	1 to 7	The
Days	Days	Days	Day Of

Best Days to Send Promotional Emails

We measured attendee registration by day of the week, which directly corresponds to emails sent, to measure the success of Virtual Trade Show and Webcast promotions. Days with the most registrants:

Monday	Tuesday	Wednesday	Thursday	Friday
18%	24%	22%	24%	12%

MOST POPULAR DAYS & TIME

Virtual Trade Shows typically include 1-3 live days, followed by a 3-6 month on-demand period. Events that are scheduled for multiple days tend to start earlier in the week Tuesday or Wednesday staying between the Tuesday - Thursday window.

Most Popular Days to Schedule a Virtual Trade Show

Monday	Tuesday	Wednesday	Thursday	Friday
5%	28%	41%	19%	7%

Most Popular Days to Schedule a Webcast

Monday	Tuesday	Wednesday	Thursday	Friday
8%	22%	30%	32%	8%

No surprise here, Tuesday - Thursday continue to be the most popular days to schedule a webcast. However, statistics do indicate that webcasts scheduled on Fridays tend to have good registration to attendance conversion rates, most likely because they aren't competing with other meetings.

Most Popular Time of Day

When scheduling a virtual trade show or webcast it is critical to identify the location and time zone of your attendees in order to help select the time. If the audience is joining from across multiple time zones, typically event organizers plan the live window in the morning on day 1 and afternoon on day 2.

Most Popular Day of Week

Monday	Tuesday	Wednesday	Thursday	Friday
8%	22%	30%	32%	8%

Most Popular Time of Day

	10:00 AM	Noon	1:00 PM
Virtual Trade Show	10%	11%	33%
Webcast	9%	17%	34%

REGISTRATION & ATTENDANCE

Virtual Trade Shows

- 46% of registrants attend live
- 14% of registrants that did not attend live attended on-demand
- 15% of those that attended live return to view on-demand

Webcasts

- 43% of registrants attend live
- 13% of those registered and did not attend live attended on-demand
- 12.4% of those that attended live return to view on-demand

Note: The data in this report primarily comes from marketing-driven virtual events; however, there are a small percentage of internal communications events in this study which has a higher attendance rate. Marketing webinars should have a 35%-43% conversion ratio.

The average “live” period for virtual trade shows, across all use cases, is 7 hours typically spread over 1-3 live days. For example, two day 3 hour live duration virtual trade show with

VIRTUAL TRADE SHOW LOCATIONS

Virtual Trade Show organizers are able to create an experience for attendees with locations (exhibit hall/booths, resource center, theater, networking lounge) filled with targeted content, interactive tools and gamification elements.

The average virtual trade show has:

- Locations (includes booths): 13.5 average
- Digital content (documents & video clips): 48 average
- Webcast presentations (live or on-demand): 9 average. 39% of webcasts include video

About Communique Conferencing

Communique Conferencing, Inc. provides reliable conferencing and virtual conference solutions to small and mid-sized businesses and the world’s leading enterprises. Communique offers the widest selection of audio, web and virtual conference technologies available to match a broad range of remote meeting needs. Our rock-solid technology is backed by superior customer support that is available on a live 24x7x365 basis. Communique Conferencing has a global reach extending to US, Canada, Mexico, South America, the United Kingdom, Ireland, France, Germany, Australia, New Zealand, India, Hong Kong, Singapore and Japan. For more information visit www.communiqueconferencing.com.