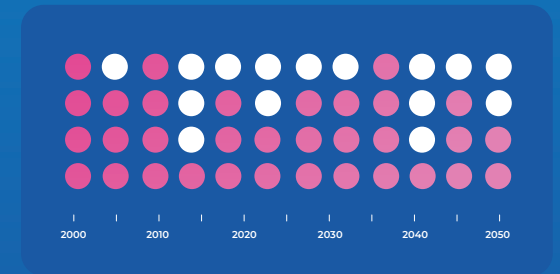
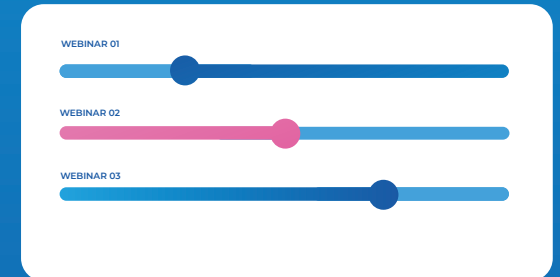
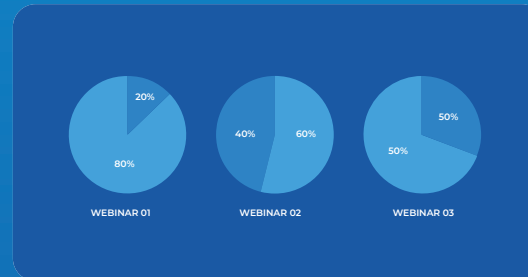
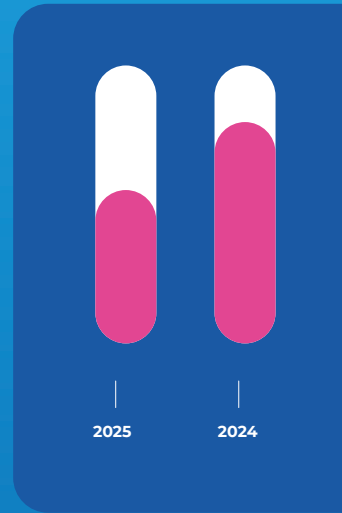
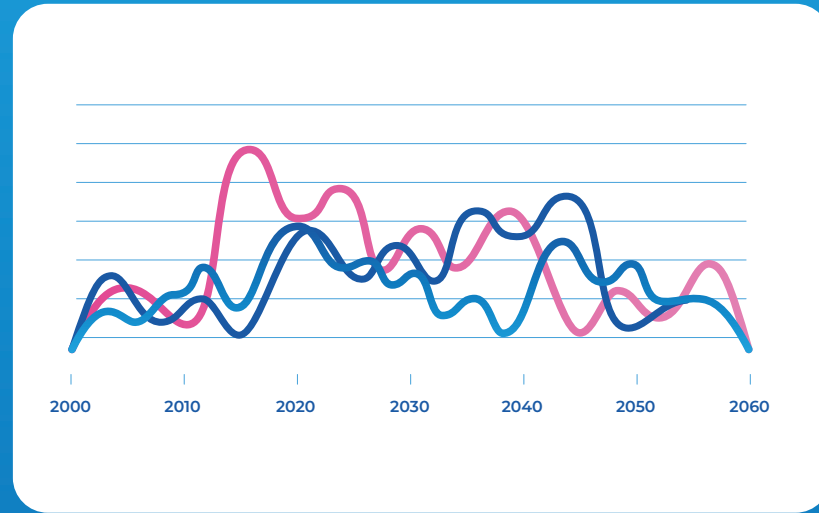


Industry Report

State of Webinars 2026



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01 INTRODUCTION



To better understand how the world of webinars is changing and to learn about the latest industry trends, we conducted a study among a selected group of respondents. Participants included marketers, business owners, and individuals who regularly participate in online events.

We asked our respondents how they utilize webinars in their operations, what challenges they face, and which trends and technological solutions will dominate in the future.

Nearly 440 respondents participated in the survey; we analyzed their responses and developed them into this report. We have enriched the whole with comments from industry experts and practitioners to better capture the current market picture and the direction of its development. We believe this report will be an inspiration both for those beginning their adventure with webinars and for those who want to develop and improve their existing activities.

We thank the participants for their time and valuable insights—it is thanks to you that we can collectively create the future of online communication.

Enjoy the read,
The LiveWebinar Team



REPORT OBJECTIVES

The objective of this report is to present the most **important trends, challenges, and practices** shaping the webinar market in 2026—and likely influencing subsequent years in the industry.

The report aims to provide a reliable picture of how the organization and reception of webinars are changing—both in terms of **strategy, participant expectations, and technological innovations**. In the report, we analyze:

- Which days, hours, and formats are preferred.
- The benefits derived from organizing webinars.
- How webinars influence purchasing decisions.
- What challenges arise on the organizers' side.
- How AI influences the development and automation of these types of events.



MARKET CONTEXT

The year 2025 brought a further increase in the **importance of online communication**—both in the B2B sector and in education or sales. Webinars have become a popular element of marketing strategies. Simultaneously, the industry entered a new phase of intensive development, driven by:

- **The dynamic growth in the use of AI.**
- **The automation of the webinar organization process.**
- **The growing popularity of video content as the dominant communication format.**
- **A shift in audience preferences toward authentic, interactive, and easy-to-consume content.**

Our analysis shows that in 2026, the development of webinars is following two directions. On one hand, AI is becoming an inseparable support at every stage of event creation. On the other hand, however, the mere use of artificial intelligence is ceasing to be a differentiator. Instead, those who can combine the efficiency and scale of AI with **authentic expertise, a unique approach, and credible data will gain an advantage**. Credibility, personalization, and authenticity will become the greatest values.

KEY FINDINGS

>75%

of people organize webinars
in their work

91.524\$

the amount earned by
the record holder in one year
from organizing paid webinars

>67%

of respondents organize
webinars once a month
or more often

68%

of respondents admit that
webinars positively influence
their purchasing decisions

30-45 MIN

the preferred length
of a webinar

83%

of recipients take a purchasing
action after the event

*"Data from the 'State of Webinars 2026' report clearly shows that webinars have ceased to be a tactical or seasonal solution. They have become a **permanent element of sales and marketing strategies**, both in companies operating mainly online and in traditional businesses. It is worth looking at these results in a broader, macroeconomic context.*

The global economy is currently in a phase of heightened uncertainty: geopolitical tensions, international trade fragmentation, high capital costs, and weakened consumer demand mean that companies are forced to radically optimize marketing activities. In such conditions, tools that combine low customer acquisition costs with a real impact on purchasing decisions take on particular significance."



Maciej Biegajewski
Digital Marketing Specialist,
LiveWebinar



It is not a surprise that **over 75% of those surveyed organize webinars as part of their work, and over 67% do so at least once a month.** Webinars are returning to favor as a proven, scalable, and measurable communication tool—especially in the B2B sector, where the purchasing process is long and decisions require education and building trust.

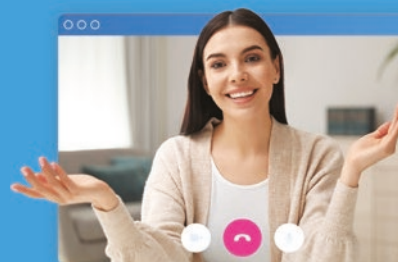
A key argument in favor of webinars remains **cost-effectiveness.** The latest estimates indicate that the cost per lead in B2B webinar campaigns falls within the range of **45–98 USD**, which in practice makes them one of the cheapest sources of high-quality leads. Compared to the rising costs of paid ads, trade fairs, or classic outbound, webinars offer a unique combination of scale, quality, and cost control.

Low barriers to entry also remain significant. To launch an effective webinar campaign today, basic equipment (camera, microphone), a good idea, and an appropriate technological platform are sufficient. In times of limited budgets and pressure for a quick return on investment, such accessibility becomes a huge advantage. In the reality of economic uncertainty, webinars turn out to be an exceptionally crisis-resistant tool. They combine education, relationship building, and sales in one format, responding to the key needs of companies: lowering costs, increasing efficiency, and shortening the path from interest to a purchasing decision. Everything indicates that in 2026, their role will not only be maintained but further strengthened.

“Authenticity wins. Today we can generate unlimited amounts of content at any moment. Want to create a podcast on a specific topic? It can be ready in a few minutes thanks to tools like NotebookLM. That is exactly why authenticity and spontaneous discussions, e.g., during a webinar, will be increasingly desired—they help to stand out against the flood of low-quality content generated by AI.”



Filip Goszler
Product Evangelist,
Raynet



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WEBINARS WITH**
 **LiveWebinar®**

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02 STUDY DESCRIPTION



SURVEY PARTICIPANTS

433 people from over 40 countries participated in the study, including: USA, Poland, Great Britain, Canada, France, Italy, Germany, India, Brazil, and Australia.

I am a freelancer

20,51%

I run my own company

18,65%

I work in a small company (11-50 people)

17,72%

I work in a large company (251+ people)

16,78%

I work in a medium company (51-250 people)

14,45%

I work in a micro-company (up to 10 people)

10,49%

I am currently not working (e.g., due to health, maternity leave)

1,40%



The highest number of people participating in the survey work independently: these are **freelancers and people running their own company**—together they constitute nearly half of the respondents. One of the reasons webinars enjoy popularity among this group is that business owners look for lead generation sources, and webinars are a cheap way to acquire them compared to other methods. Conducting webinars is also a common way to promote a brand and build customer trust, which is particularly important for freelancers.



PAID WEBINAR

TICKETS SOLD
68

\$934,62

10 20 30 40 50 60 70

CREATE LIVE WEBINARS WITH

 LiveWebinar®

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„Webinar promotion is crucial. Thanks to AI, the entire process—from emails, through social media posts, to advertising creations—can be prepared faster, more consistently, and in many variants. Testing messages, creating versions for different segments, personalizing headlines—all this shortens work from days to hours.

*And finally the last point: **analytics and lead scoring after the webinar.** AI can analyze participant behavior—attendance time, interactions, questions asked, reactions to the offer—and automatically indicate ‘sales-ready’ leads. Webinars and what happens during them are a gold mine of data, which, however, often remained unused without AI support.*

In short: AI changes webinars not only as a format but above all as a process. At GigaSell.AI, we look at them as a powerful source of data about purchasing intentions, which, when properly used, gives salespeople a huge advantage. And the best part: most of these solutions can be implemented faster than it takes to make the first slide for a presentation.”



Mateusz Wyciślik
CMO,
GigaSell.AI

GigaSell AI

INDUSTRY OF RESPONDENTS

Marketing and Media

21,36%

Others

21,35%

IT

15,29%

Retail and Wholesale

11,41%

Science and Education

9,71%

Business Services

7,77%

E-commerce

5,58%

Real Estate

2,67%

Medicine and Health

2,43%

Sport and Recreation

2,43%

The surveyed industries also include **culture and arts, logistics and transportation, as well as tourism and hospitality**. There is great diversity.

*"To make our work easier and deliver the most professional results possible, we created a detailed checklist covering all the elements necessary to conduct a great webinar. Thanks to this, we **can focus on content quality and achieve an excellent final effect**. Our speakers appreciate this very much. Furthermore, knowledge about what works and which channels attract the most participants is crucial for us. Therefore, find a way to measure your marketing activities—**creating your own UTM takes only a few seconds**.*

*Make sure all participants know what is happening. Repeat key information, send reminders, add events to the calendar, and communicate more often than seems necessary. **Ensure that everyone understands their role and the agenda**—both during webinars and online meetings. And finally, just as importantly—always start punctually."*



Filip Goszler
Product Evangelist,
Raynet



03 WEBINAR PARTICIPANTS



DAY, TIME, AND LENGTH OF WEBINAR

How often are webinars organized?

36,03%

Once a month

34,41%

Several times a month

22,63%

Once a quarter
(every 2–4 months)

2,54%

Once a year

2,54%

Less often than once
a year

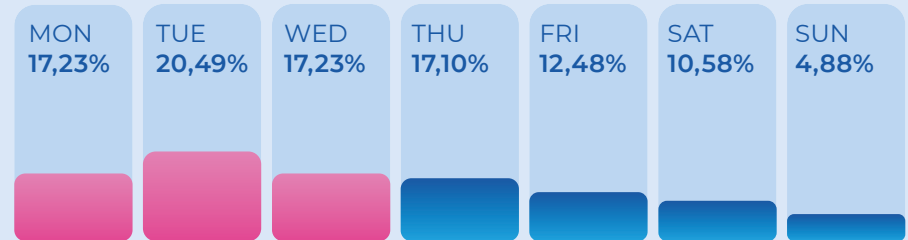
1,85%

I have never participated
in a webinar

The vast majority of people organize webinars frequently: **once a month or even several times a month (over 70%)**, which shows they are a commonly used, recurring communication tool.

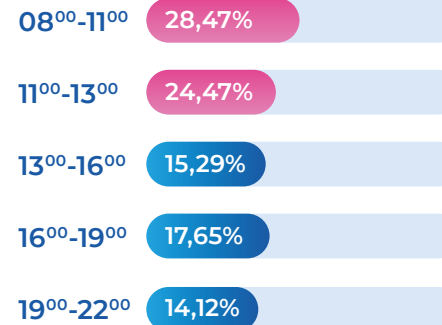
The development potential lies in **professionalization**—since webinars are regular, the next step for many companies is optimizing content quality, promotion, and participant engagement to bring even better marketing and sales results.

On which days?

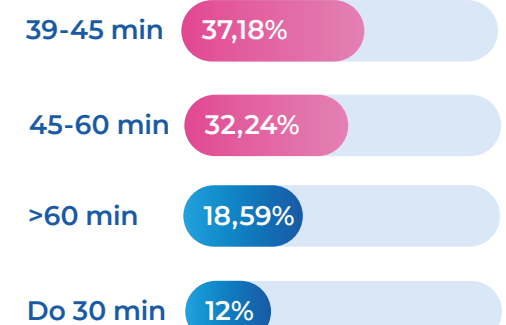


The most frequently chosen day is Tuesday. The remaining working days—Monday, Wednesday, and Thursday—are only slightly lower.

Preferred Time



Webinar Length



REASONS FOR SHORTENING WEBINAR LENGTH

For some time, there has been a trend toward shortening the duration of webinars. This is related to the weakening attention span, which has been gradually shortening over the last few years. Research conducted in 2024 shows that the average adult has the ability to focus attention during a work meeting for 17 minutes and 10 seconds.* Meanwhile, focus time on verbal online content is even shorter and, according to various estimates, ranges from 3 to 9 seconds.

This results from several factors: primarily from the excessive amount of stimuli we are subjected to—messages, advertisements, and information—as well as from the growing popularity of short entertainment forms (shorts or reels). Multitasking also plays a large role: writing in a messenger, watching a series, and checking social media simultaneously is a daily reality. Each additional activity results in a distraction of attention.

WHAT ARE THE FURTHER CONSEQUENCES OF THIS IN THE WEBINAR INDUSTRY?

Above all, it is important for organizers to ensure audience engagement during the meeting. It cannot just be a monotonous lecture with a wall of text on a slide. A webinar should contain an interactive, immersive presentation with live surveys and tests checking the participants' knowledge. It is worth enriching the presentation with multimedia materials in the form of short videos.

“Above all, it’s worth focusing on shorter formats and thematic series instead of one-off, large actions. Micro-webinars, thematic workshops, or educational cycles with industry case studies will more accurately respond to the specific needs of your audience.”



Jakub Kasiński
Partnership Manager,
Ecomail



Quotes from respondents:

„Shorter, dynamic forms will replace long meetings, and the emphasis will be placed on data, analysis of participant behavior, and adapting content to their needs.“

„Short webinars (15-20 min), ultra-condensed sessions focused on immediate, practical application of knowledge, will become popular.“

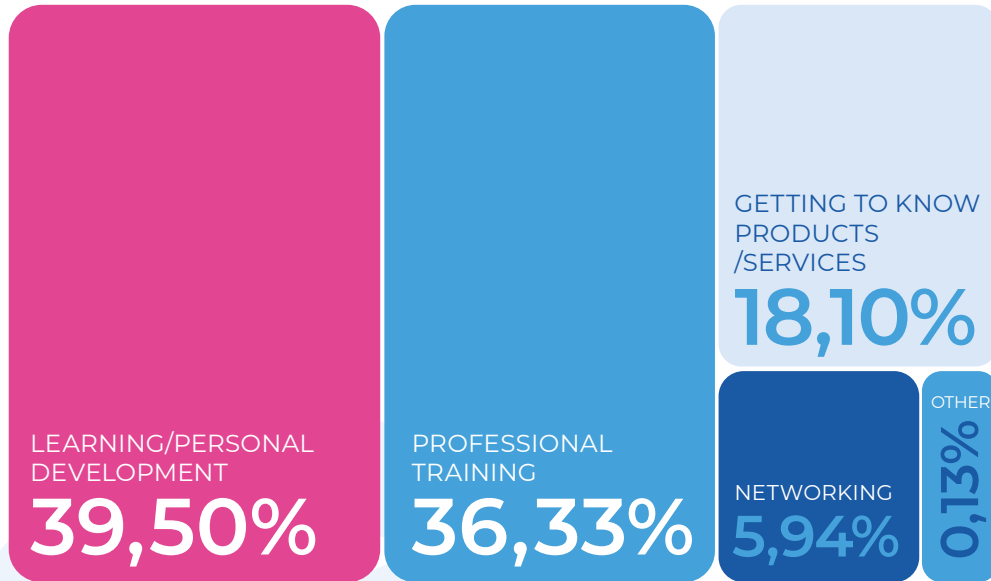
„In 2026, shorter webinars on a specific topic, mini-webinars, will dominate.“



Sell tickets for your webinars

Earn money from your events. Sell tickets directly in LiveWebinar thanks to integrations with **PayPal, Stripe, and Braintree**. All in one tool.

REASON FOR PARTICIPATING IN A WEBINAR

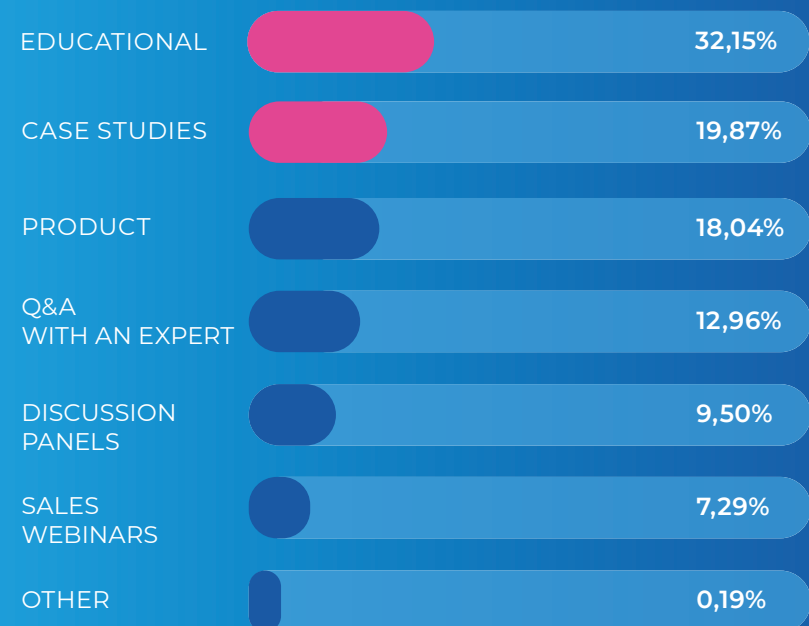


Two tendencies are visible: **training webinars (77% total) and product webinars**. This means that a significant majority of participants want to gain substantive value from a webinar; therefore, organizers should primarily ensure educational content and then move to sales.

However, formats based on the **participation of guests**—external experts and industry leaders—or the organization of discussion panels are becoming increasingly popular. This is a format well known in the USA, which grew on the wave of podcast popularity. The growing interest in these formats proves the **progressive professionalization** of webinars and the growing importance of high-quality, expert dialogue in online communication.

TYPES OF WEBINARS RESPONDENTS PARTICIPATE IN

Participants most value educational webinars that allow them to acquire knowledge and practical skills. **Case studies, success stories, and product webinars** that show the application of certain solutions in practice also enjoy great interest. The results clearly show that participants prefer substantive, authentic content based on experience.



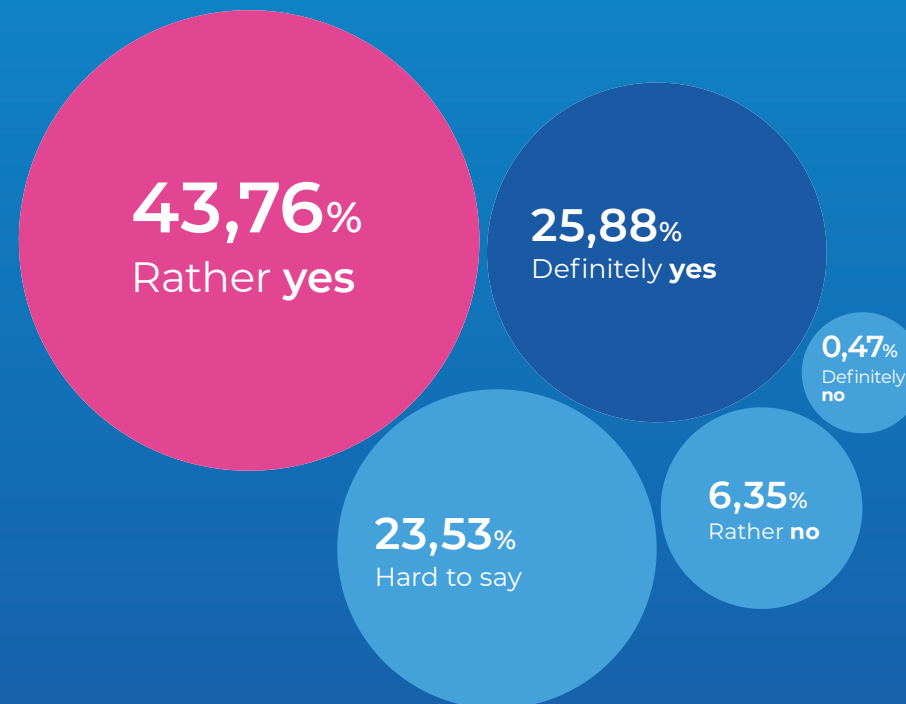
“Webinars and live broadcasts are primarily a space for experience and building relationships—and that will absolutely not change, regardless of whether we are talking about an educational conference or a meeting focused on sales. I actually believe that the trend toward interactivity will intensify—**moderated chat, surveys, voting, and Q&A sessions are already practically standard.** These types of measures also allow for maintaining the viewer's fragile attention. The trend for shorter webinars may also grow—those where it will be easier to maintain the fragile attention of the audience. I think it is not worth remaining indifferent to the strong trend around offline events—the **formula of hybrid events** (offline with online broadcast) may further gain popularity. The future may also lie in extending these formats beyond the moment of broadcast itself—dedicated groups, platforms like Discord, or online communities allow for continuing the conversation, maintaining engage



Angelika Dąbek
Head of Copy,
Niebieski Lis



DO WEBINARS INFLUENCE YOUR PURCHASING DECISIONS?



DID YOU KNOW?

In the year 2024, 390 thousand unique webinar rooms were set up in LiveWebinar? Meanwhile, there were over a million registered participants! Exactly 1 million 140 thousand!

“Base segmentation is important. A person who was at the webinar from the beginning, asked questions, and downloaded materials has completely different needs than someone who did not show up for the broadcast.

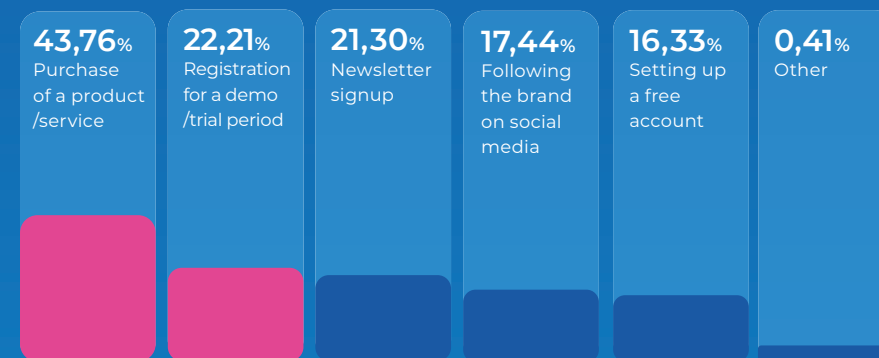
Treating different groups in the same way is a waste of potential. Only dividing the base allows for matching the next steps: email content, tempo of communication, and proposed value. It is the user's activity that becomes the signpost for further actions. Analyzing 2025 in Ecomail, webinars still remain one of the best sources of quality leads, although they rarely generate the largest volume.”



Jakub Kasiński
Partnership Manager,
Ecomail



AFTER THE WEBINAR ENDED, DID YOU TAKE ANY OF THESE ACTIONS AS A CONSUMER?



The survey results show that participants very often take specific actions after the webinar ends. Most often it is the **purchase of a product or service and signing up for a demo** or trial period, which confirms that webinars realistically support purchasing decisions.

Newsletter signup and setting up a free account are almost as popular, and **many respondents start following the brand on social media**, which proves building long-term relationships and interest in the offer. The results indicate that a well-conducted webinar can effectively translate participant engagement into specific marketing and sales actions.

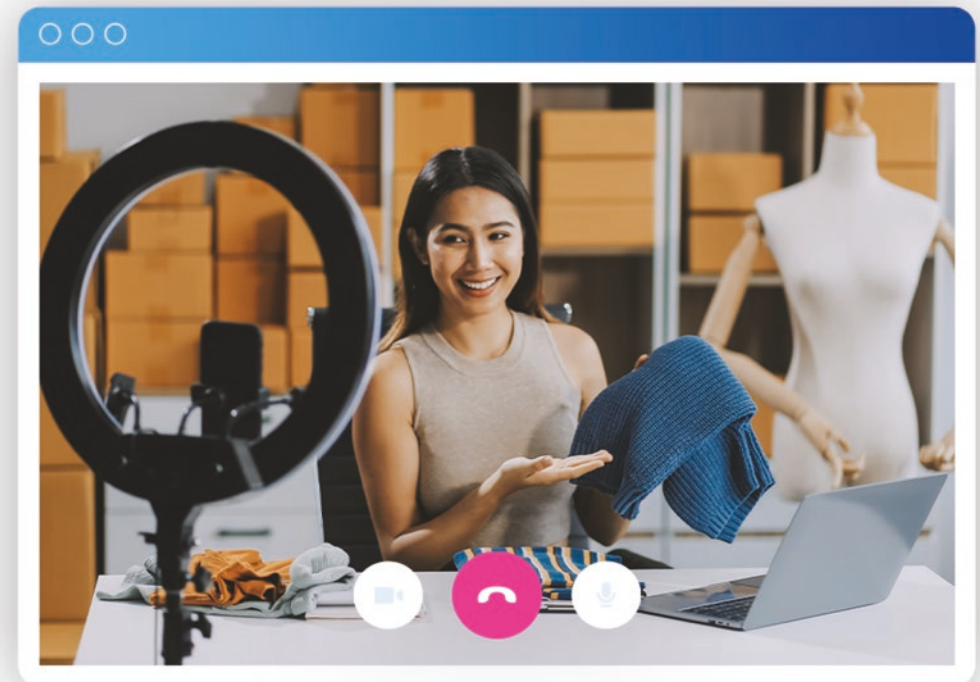
CONCLUSIONS

- 1 Webinars effectively activate participants** – over 80% of recipients take a purchasing action after the event, confirming the high effectiveness of webinars as a marketing tool.
- 2 Webinars support long-term relationships with the brand** – actions such as newsletter signup or following on social media indicate that users want to stay in touch.
- 3 Education sells better than promotion** – recipients react to value and knowledge, not to an aggressive sales message. The key to an effective webinar is useful content and direct communication.
- 4 It is worth developing a follow-up strategy** – since participants are most active right after the webinar, that is when further messages and incentives should be directed to them.

“Measure your activities. Knowledge about what works and which channels attract the most participants is crucial for us. Find a way to measure your marketing activities—creating your own UTM takes only a few seconds.”



Filip Goszler
Product Evangelist,
Raynet



WAYS OF LEARNING ABOUT A WEBINAR

Facebook

34,53%

LinkedIn

31,75%

Newsletter / Mail

20,29%

Organizer's website

11,29%

Instagram

9,82%

Recommendation from a friend/colleague

7,36%

Sponsored advertisement (e.g., Facebook, Google)

6,55%

Facebook Group

4,09%

Event on a webinar platform (e.g., LiveWebinar)

3,11%

Other social platform (e.g., Twitter, TikTok)

0,16%

„At Sky-Shop, we found that **moving a conference from offline to online brings a range of benefits**. Changing the formula translated into increasing the number of participants several times over and (what surprised me)—their greater engagement. Accessible forms encourage speaking which, unlike a microphone in a room full of people, do not paralyze. Chat, Q&A module, and surveys allow for engagement without stress. As a marketer, I particularly appreciate the **possibility of maintaining relationships with participants after the event**—sending a summary, a bonus, and for those who missed the event—an invitation to the next one.”



Kinga Tobala
Marketing Manager,
SkyShop

SkyShop

The best results are brought by an **integrated communication strategy** that combines social media (Facebook, LinkedIn) with newsletters and the organizer's website. It is worth adding that among respondents from Poland, the most people indicated LinkedIn.

“During the webinar, try to include as much substantive content and as many examples as possible. Focus strongly on your goal. Define the key parameters important to you, measure them, draw conclusions, and respond with testing. A shorter, more concise format will be better than an overly ‘talked-out’ topic.

Treat online and offline participants as two different experiences; however, each should leave the meeting with tangible value and the feeling that the webinar was designed as a hybrid event from the start. A good online meeting should not be a one-time event, but rather a starting point for further relationship building.

Therefore, don’t forget to prepare an action plan for what should happen after the event.”



Robert Skowron
COO,
Landingi



No time for live webinars?

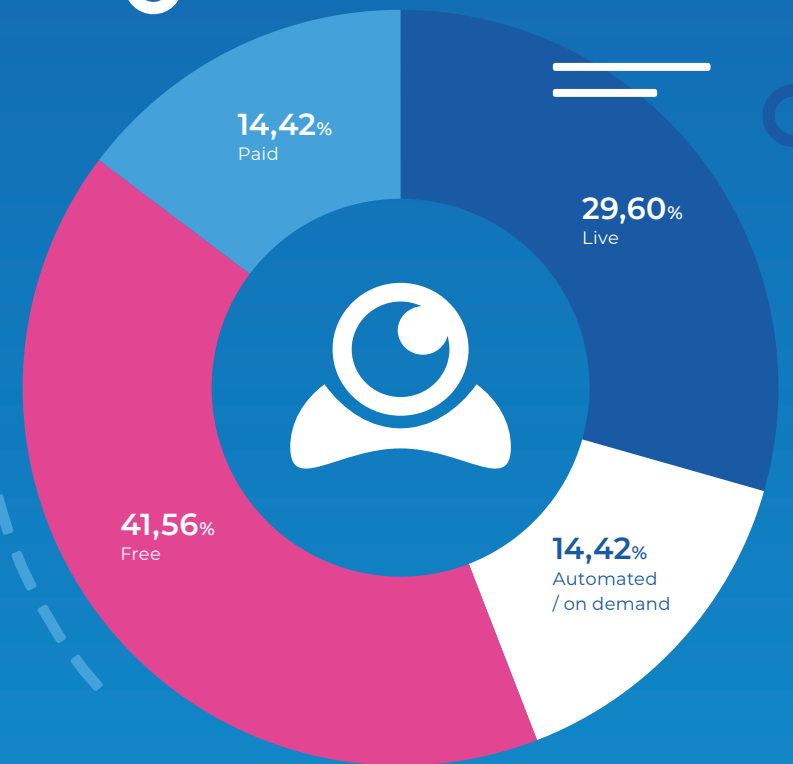
Go automatic! Set up your webinar once, replay it anytime, and keep getting leads and sales — all without your involvement!

04 WEBINAR ORGANIZERS

TYPES OF ORGANIZED WEBINARS

There is a clear increase in interest in automation and paid formats, which may signify the maturation of the market and the gradual professionalization of this form of communication. It should be added that in the previous survey in 2022, the share of automated webinars was lower (9%).

Nearly 30% of respondents choose live meetings, which confirms that participants value real-time interaction. Automated webinars are enjoying growing popularity, indicating a trend of recycling valuable materials and a desire to scale activities. Some creators are starting to see the potential for monetizing content, especially that of an expert or specialized nature.



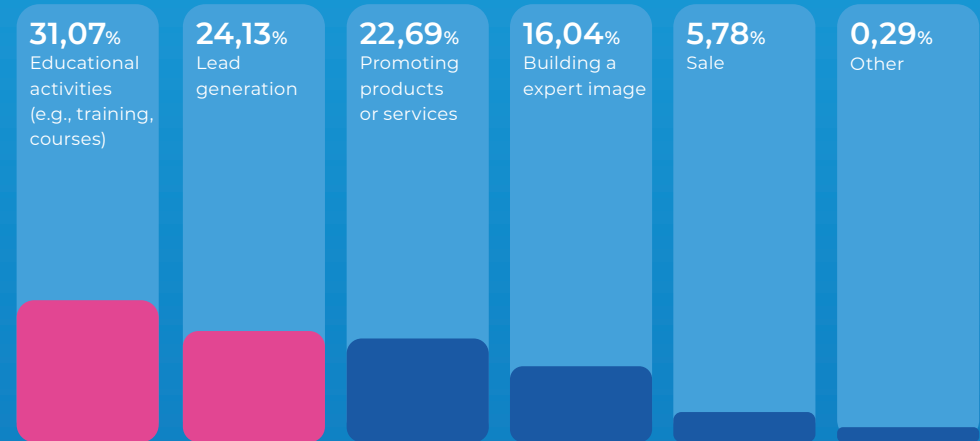
"In 2026, I expect automated webinars to play an even greater role. They have their place in the process; however, I personally prefer a form that allows for the closest possible interaction with participants."



Kinga Tobala
Marketing Manager,
SkyShop



FOR WHAT PURPOSE DO YOU ORGANIZE A WEBINAR?



Value-Based Marketing

Combining the results regarding education, lead generation, and building an expert image shows a trend of so-called value-based marketing. Recipients want to be inspired and learn something before they decide to buy.

Webinars as a Strong Tool in the Sales Funnel

When we sum up promotional goals and lead generation (together nearly half of the votes), it turns out that webinars work very well as a tool for acquiring potential customers. The approach to creating webinars is gaining maturity. There is a noticeable increase in strategic management with clearly defined goals—most organizers know exactly why they are conducting them.



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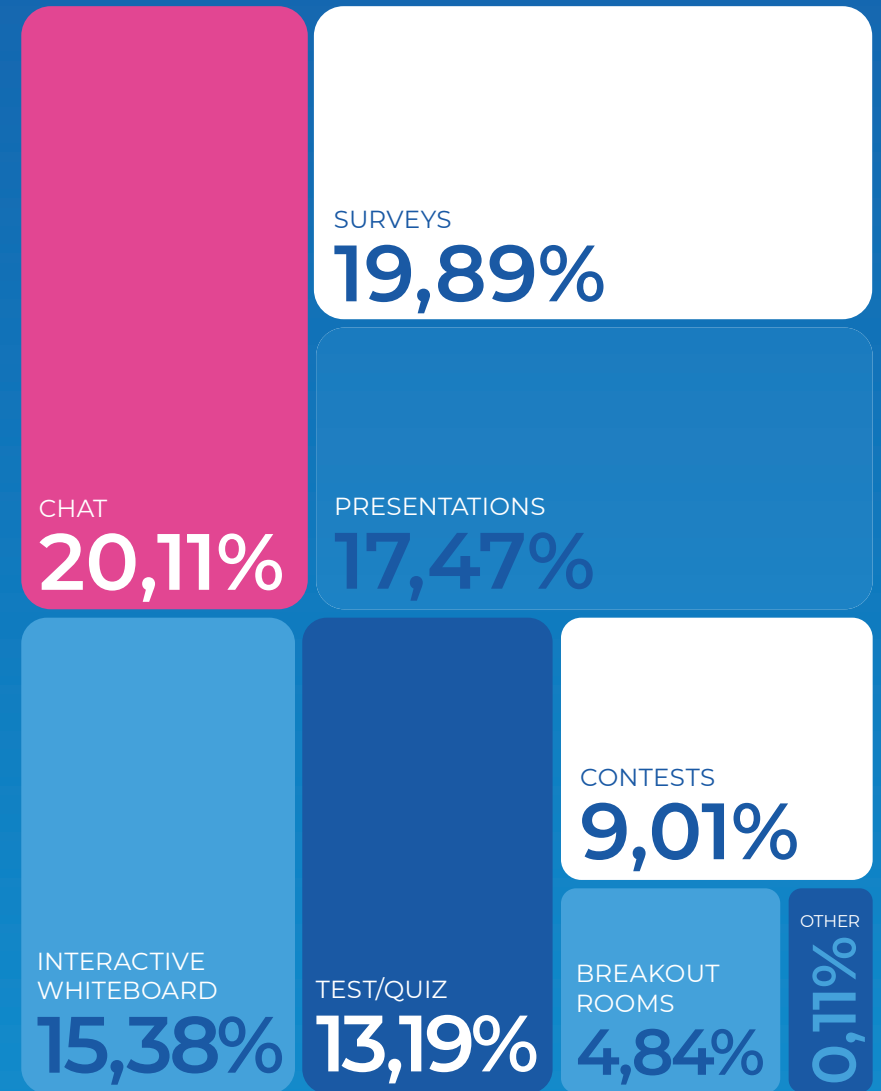
„It is worth knowing who only signed up for the webinar and who was there live. A webinar platform gives such a possibility. Nowadays, even without knowledge of Excel, using AI you can pull data from an extensive webinar report in 3 minutes about who was at the webinar, who was active in the chat... Today, for me, this is an elementary basis of a well-prepared webinar project.”



Piotr Król
CEO,
VideoKings



FORMS OF ENGAGEMENT DURING WEBINARS



„I am a supporter of **conducting webinars in separate blocks**—a substantive part and a part for questions and answers. For many experts, it is very difficult to stick to time if it is limited, stick to the topic, and go through these topics efficiently and interestingly if at the same time one reads the chat and tries to answer questions from the chat.

During a Live broadcast, scrolling the chat and trying to answer questions is also a problem. **Webinar tools such as LiveWebinar have a Q&A session module.** Each moderator can tag user entries as questions so that the presenter, after the substantive part, can calmly go through the question and answer sessions. Brilliant in its simplicity—it saves stress, time, and other activities that were once necessary on the chat during the conduct of large webinars.

The construction of this section in LiveWebinar additionally allows the host to **display only those questions they want to answer**—so we do not have to fear that there will be too many questions or inappropriate ones.”



Piotr Król
CEO,
VideoKings



BIGGEST CHALLENGES DURING WEBINAR ORGANIZATION

Attracting the right number of people

26,63%

Engagement of participants during the event

22,85%

Technical issues (e.g., platform, connection stability)

20,37%

Access to appropriate tools or functions

12,66%

Time-consuming preparation

9,92%

Appropriate promotion before the event

7,18%

Other

0,39%

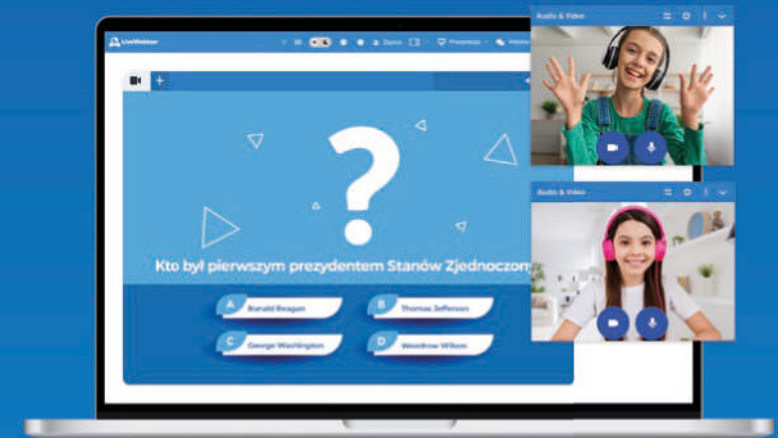
The biggest barriers in organizing webinars remain **reach and engagement**, i.e., the human aspect of communication. The problem lies not only in the lack of promotional activities but in their effectiveness and adjustment to the target group.

Challenges related to tool access and time consumption show that organizers are increasingly looking for solutions that **facilitate the whole process—from promotion to result analysis**. Therefore, the future of webinars is likely greater automation and integration with CRM, e-mail marketing, and sales automation ecosystems.

„From our experience, smaller meetings delivered better results than large, open webinars. The most effective sessions were those that focused on very specific topics based on real examples, and a partnership tone worked better than a sales-oriented one. A well-prepared agenda and good moderation made a huge difference. Attendance stopped being a goal in itself — what truly mattered was engagement and the potential for meaningful further conversation.”



Robert Skowron
COO,
Landingi



Interactive webinars

Chat, polls, Q&A, and reactions allow viewers to actively participate in the webinar. With moderation tools, you can smoothly run your meetings, highlight chat responses in real time, and keep the webinar engaging until the very end.

“Another important trend is moving away from the thinking that registration for a webinar automatically means a **valuable mailing list**. Informed consents and the real intention of the user are of increasing importance. The participant should know exactly what will happen later and what kind of communication they will receive. This is not only a matter of compliance with regulations but above all of building trust.

Simultaneously, the role of ‘after’ action automation is growing. **A webinar should function as a trigger that launches communication** scenarios. Instead of one thank-you email, well-thought-out sequences and different paths matched to the level of engagement appear. Thanks to this, the webinar does not end at the moment of saying goodbye but works for a long time after the event.”



Jakub Kasiński
Partnership Manager,
Ecomail



Reports & Statistics

See how your webinars perform with easy-to-read reports. Track attendance, engagement, and results to find out what works best. Use these insights to improve your next webinar and grow your success.

05 EXPECTATIONS AND TRENDS



TECHNOLOGICAL INNOVATIONS

What technological innovations would you like to see in the future of webinars?

Use of AI to analyze participant engagement

35,30%

Personalization of content depending on recipients

17,56%

Virtual reality (VR) and immersive experiences

17,19%

Better image and sound quality

16,27%

Automatic translations into different languages in real-time

12,57%

Other

1,11%

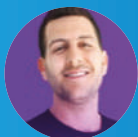
Participants expect tools that allow for better analysis of audience behavior and needs. **AI-based solutions** can play a key role here—from sentiment analysis to real-time content recommendations. High indication for better quality shows that despite progress, users still expect solid basics—stability and technical comfort.

In the long term, webinars of the future will be based on advanced AI modules that **adjust content to each participant in real-time**—changing the tempo, language, and examples.

Artificial intelligence will also become the new assistant to the host: it will analyze emotions, suggest answers, and automatically create summaries. Simultaneously, the way online events are positioned will change—traditional SEO will give way to GEO-SEO, where local data, voice search, and user behavior will gain key importance.

"I think the biggest trend we will observe will be an even **wider practical application of artificial intelligence**. This means organizing webinars that will help professionals implement AI-based activities into their daily work. It is visible that most people know they should use artificial intelligence, but they actually do it rarely—and that exactly is what drives the demand for webinars.

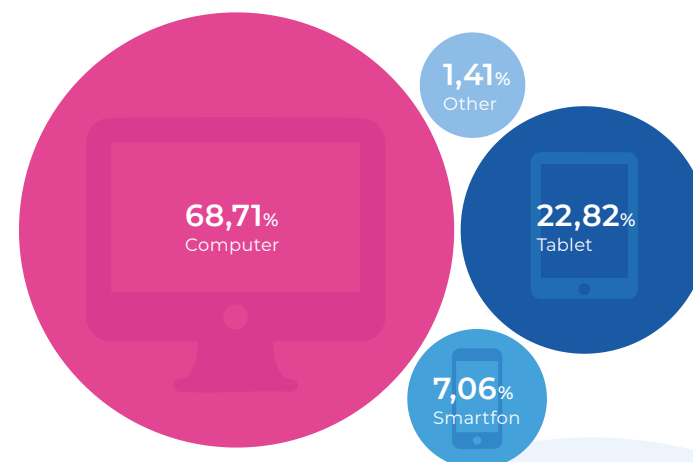
As a result, fewer people from higher management levels will participate in webinars, and the **majority of the audience will be specialists performing daily tasks** who want to train their skills. Consequently, they will become ambassadors for the further implementation of AI-based solutions in their organizations."



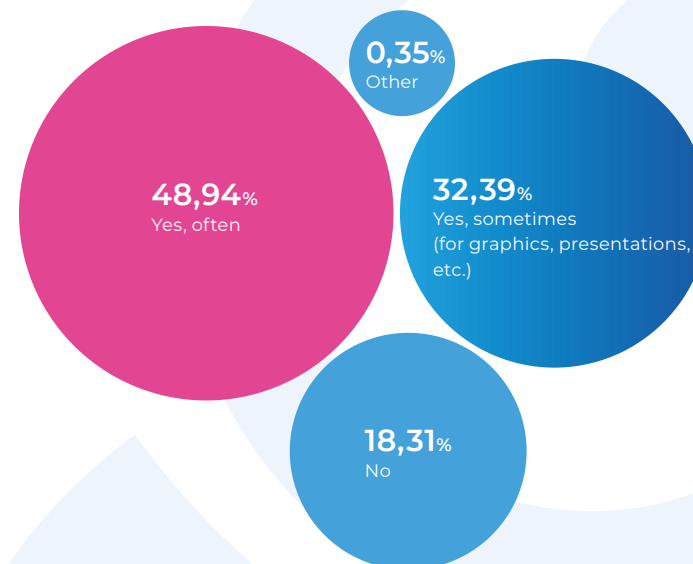
Itai Amoza
CEO & Co-Founder,
Storydoc

Storydoc

Device Usage:



Do you use AI during webinar creation?



HOW CAN AI HELP CREATE WEBINARS?

„It is hard not to mention AI and automation—the possibilities growing thanks to them can additionally help in maintaining viewer engagement. Artificial intelligence can, for example, suggest personalized materials to participants, but also allow for **automatic transcriptions, multilingual subtitles, and intelligent summaries** (e.g., a quick email after the event).

New options can additionally increase the attractiveness of product presentations (sales broadcasts), suggest sessions or resources in real-time. With the latter, we are already talking about real sales benefits.”



Angelika Dąbek
Head of Copy,
Niebieski Lis



“In 2026, webinars will become more focused and better tailored to participants. There will be fewer mass events and more formats created to address real needs, problems, and niche topics. I think that interactions between participants — both with each other and with the hosts — will be very important.

Webinars dominated by monologues will become less and less popular. Content will be adapted to the industry, role, and stage the participant is at. AI will be present in the background as support — providing summaries, recommendations, and follow-ups.

Hybrid events will also remain popular, but only if they incorporate the elements mentioned above. It will also be important for them to offer opportunities for equal engagement from both onsite and online audiences. What will matter most is not scale, but real value.”



Robert Skowron
COO,
Landingi



We can talk today about hundreds of AI applications in the world of webinars—from virtual presenters to automatic recording studios. But instead of futurism, I prefer to focus on **what realistically works right now in our webinar funnels** at GigaSell.AI and what practically everyone can implement immediately. Six concrete elements that everyone can launch without a technological revolution and which give a very quick return.

First—**automatic segmentation** and lead scoring based on answers given at registration and during the webinar. AI is great at analyzing micro-signals: motivation, level of advancement, type of problem, or urgency of need. In practice, this means that the salesperson does not start from a 'cold map' but from a list of leads sorted according to real potential. Tip: in the welcome e-mail after signing up for the webinar, ask your audience who they are, what problems and challenges they have.

The second area is **communication before the webinar**. Before the event begins, AI can conduct the warming process—personalized emails, short educational messages, answers to objections (which we collected in point one), and even automatic reminders matched to the participant's profile. Effect: much higher attendance and purchasing readiness even before entering the live.

The third element is **automation of content redistribution**. One webinar is actually dozens of small 'assets' that AI can generate without the creator's participation: short video shorts, slides, infographics, LinkedIn carousels, summaries, or even ready-made follow-up sequences. Thanks to this, we squeeze 110% out of one event and that without additional hours of editing or designing.

The fourth point is the **preparation of the webinar itself**. AI works great in conceptual work: from creating presentations (at GigaSell.AI we use the Gamma tool for this purpose), through testing title variants, to designing the agenda based on real comments, needs, and problems of ideal customers. This allows for conducting events that are truly hit-the-mark, and not 'from the head.'



Mateusz Wyciślik
CMO,
GigaSell.AI

GigaSell 



Respondents indicated trends for 2026:

- **Real-time content personalization.**
- **Creating automatic summaries.**
- **In-depth engagement analysis.**
- **Automatic transcriptions and live translations.**
- **Automatic chat during the webinar.**
- **AR and AV technologies.**

„A ‘TikTok-ification’ of webinars will occur—**even shorter, hyper-personalized,** and thematically two types will dominate: either regarding very specialized AI implementations for people who have been working with AI for a long time, or introducing the topic from zero for current AI-skeptics who will no longer have a choice and will have to adapt.”

„What will be important are webinar recordings and the possibility for those signed up to return to them.”

„The greatest possible **automation**—from reaching the audience, through conducting registrations and the webinars themselves, to selling products and services on them.”

„Greater focus on the participant than on sales—transferring knowledge, solving problems, long **Q&A sessions**, showing that the host realistically wants to help, and the sold course/training is only an addition developing the content transferred for free, which itself is already valuable.”

„**Concentration of subject matter on well-being** and balance between work and private life. Very strong emphasis on soft competencies.”

*“If I were to indicate one key recommendation, it would be **building a process**. Already at the webinar planning stage, it is worth clearly defining its goal. A simple registration form, a clear promise of value, and planned segmentation after the event will make a huge difference. Only on this basis can **email sequences** be built that realistically extend the life of the webinar and strengthen the relationship with the recipient.*

A well-designed live event does not have to be a one-off campaign. It is the beginning of a relationship which—with the appropriate use of e-mail marketing—can bring value long after the event ends.”



Jakub Kasiński
Partnership Manager,
Ecomail



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