

What the BPI Audience Wants from Webinars in 2026

What Works, What Doesn't, What's Next

ONLINE SURVEY | 2026



**BioProcess
International**
by informa...

informa engage

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Section 1.

Introduction & Methodology



Introduction & Methodology

To better understand business opportunities surrounding webinars, Informa Engage conducted a large-scale, cross-market online survey of Informa's vast user database.

Starting on October 1, 2025, invitations to participate in the survey were emailed to a wide variety of Informa event, media, and data users.

By January 30, 2026, Informa Engage had received 4,851 completed survey responses. Of those, 65 were submitted by the Life Sciences Connect BPI audience: BioProcess International, Cell & Gene Therapy International. The following analyses are based on those 65 respondents.

4

Informa Divisions

20

Market Verticals

51

Unique Brands

123

Countries



Webinars Remain Essential for B2B Learning

Despite a crowded content landscape, webinars continue to earn attention.



Webinar Attendance is Strong Among Informa Audiences

A decisive majority (81%) of respondents attended at least one webinar in 2025. The typical respondent attends four annually.



Webinars are Among the Top-3 Most Valuable B2B Content Formats

For accessing B2B professional/educational content, respondents most value webinars, industry reports/whitepapers and articles/features.



Webinars are Preferred Over Podcasts Across All Generations

Overall, 63% of respondents prefer webinars over podcasts when content is identical. This preference holds even the youngest respondents.

Relevance Is Mission Critical to Webinar Success

People engage when content clearly speaks to their roles and challenges.



The Top-2 Registration Drivers are Opportunity to Learn & Role Relevance

The top two drivers for webinar registration are the opportunity to learn something new (67%), and clear relevance between the topic and respondent role (63%).



Relevant Content is The Single Most Impactful Engagement Driver

79% of respondents will stick with a webinar through its end when the topic is highly relevant to their professional roles.



Lack of Content Relevance is a Top-3 Engagement Killer

A majority of respondents (55%) report webinar content that lacks relevance will cause them to leave early.

What Do Audiences Really Want from Webinars?

Insight-led. Evidence-based. Expert-delivered. That's the winning formula.



Case Studies &
Success Stories

59%



Industry Trends
& Forecasts

59%



Research-Based
Insights

54%



Delivered by Industry
Experts / Consultants

56%

The Need for Shorter Formats & Content Assets

Busy professionals want value without committing an hour of their workdays.



Shorter, Tighter Webinars are Preferable for All Respondents

Among attendees, the preferred webinar length is an average 42 minutes. Lack of time is a primary barrier to webinar attendance, and this audience expressed significant interest in 20-30 minute webinars.



On-Demand Access is Critical, Even for Live Webinars

Stretched professionals need flexibility. Most of those registering for live webinars (75%) hope to attend, but report that competing priorities may take precedence.



Post-Event Assets Maximize the Value of Webinars

Respondents appreciate, and increasingly have come to expect, post-event assets including slides, recordings, and related materials for their own use and sharing with colleagues.

How to Earn Audience Engagement & How to Lose It

With 100% of the BPI audience reporting they are willing to leave a webinar early, retention isn't guaranteed—it's earned.

The DO list: how to engage audiences

1. Anchor topics clearly to audience roles and needs
2. Deliver practical, relevant takeaways early and often
3. Maintain strong pacing, structure and clear outcomes
4. Use credible presenters with engaging delivery style
5. Provide real customer examples / case studies

The DO NOT list: how to alienate audiences

1. Lead with sales messaging or product promotion
2. Miss on content relevance or overpromise in promotions
3. Let sessions drag or feel unfocused
4. Cover overly basic, general content
5. Assume audiences will “stick it out”

The Opportunity Mandate for Webinars in 2026

How to improve webinar satisfaction, audience reach and commercial outcomes.

- 1 Ensure webinars are audience-relevant and clearly positioned before registration.
- 2 Offer webinars that are short (up to 30 minutes), focused and disciplined.
- 3 Avoid sales pitches at all costs; when unavoidable, education must precede promotion.
- 4 Ensure webinars are data-driven, focused on evidence-based, scientific content.
- 5 Flexible access and follow-up materials are mission critical to perceived webinar value.

Webinar Content Your Audience Wants in 2026

The strongest webinars for the Life Sciences Connect BPI audience will be technically rigorous, case-study driven, regulator-aware, and honest about tradeoffs, enabling attendees to move faster without breaking quality, compliance, or budgets.

1

Advanced Cell & Gene Therapy (CGT) R&D and Translation

2

Bioprocessing Innovation, Optimization & Scale-Up

3

CMC Strategy, PPQ & Regulatory-Ready Manufacturing

4

AI, Data Analytics & Digital Bioprocessing

5

Manufacturing Technologies & Enabling Platforms

6

Supply Chain Resilience & Operational Reliability

7

Industry Outlook, Strategy & Company Scaling

8

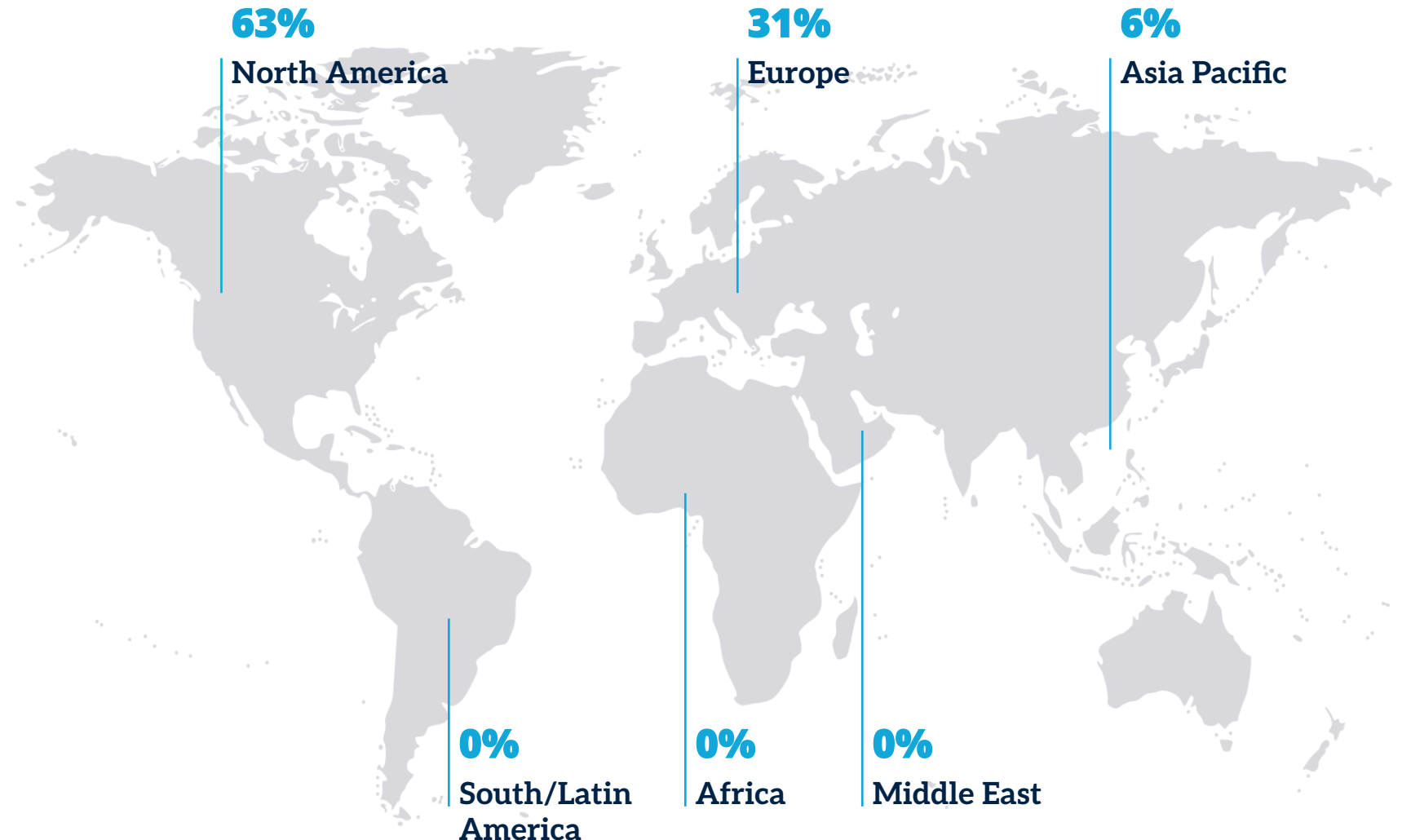
Program, Project & Organizational Execution (How to Improve Delivery)

Section 3. Respondent Profile



Survey Respondents Are North America Based

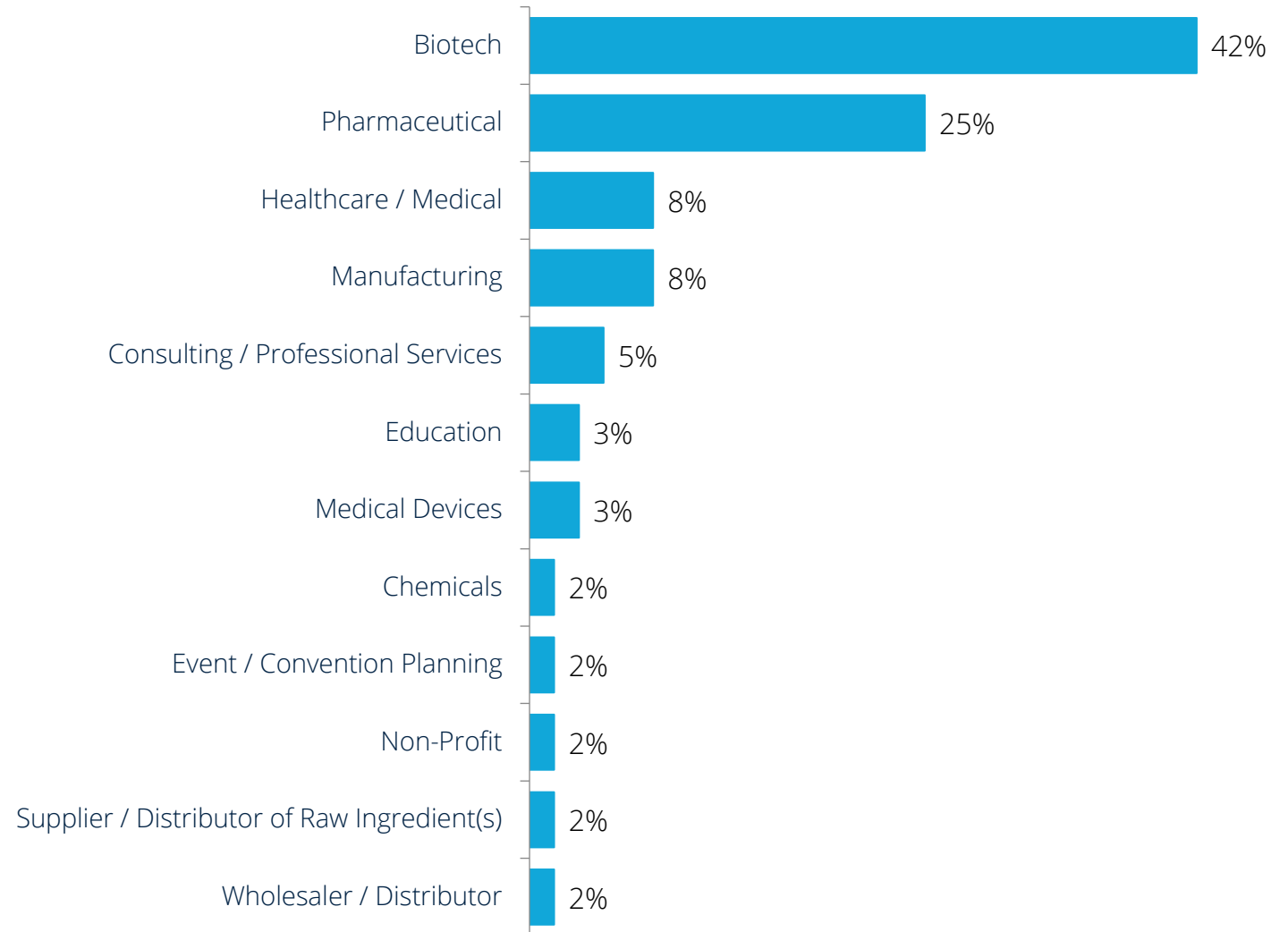
The sample is global, with the largest representation in North America (63%), followed by Europe (32%). In total, 15 countries are represented.



Question: In which country are you based?
Base: All respondents (n=65).

Sample Includes a Broad Life Sciences B2B Vertical Representation

Twelve business types are represented in the sample, with strong participation from the biotech (42%) and pharmaceutical (25%) sectors.

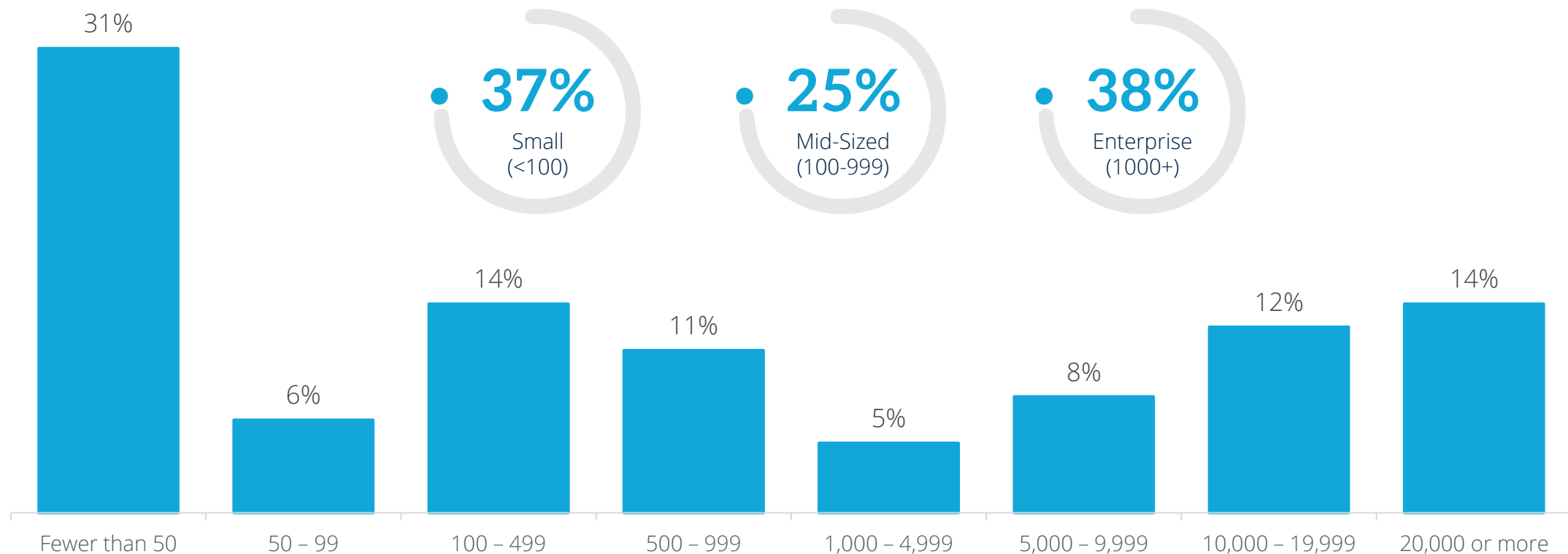


Question: Which of the following industries best reflects your company's primary business?

Base: All respondents (n=65).

Small, Mid-Sized & Enterprise Organization Representation

Organizations of all sizes are represented, including small businesses (37%), mid-sized companies (25%), and enterprise organizations (38%). This balance allows findings to reflect both growth-stage and large-scale business perspectives.

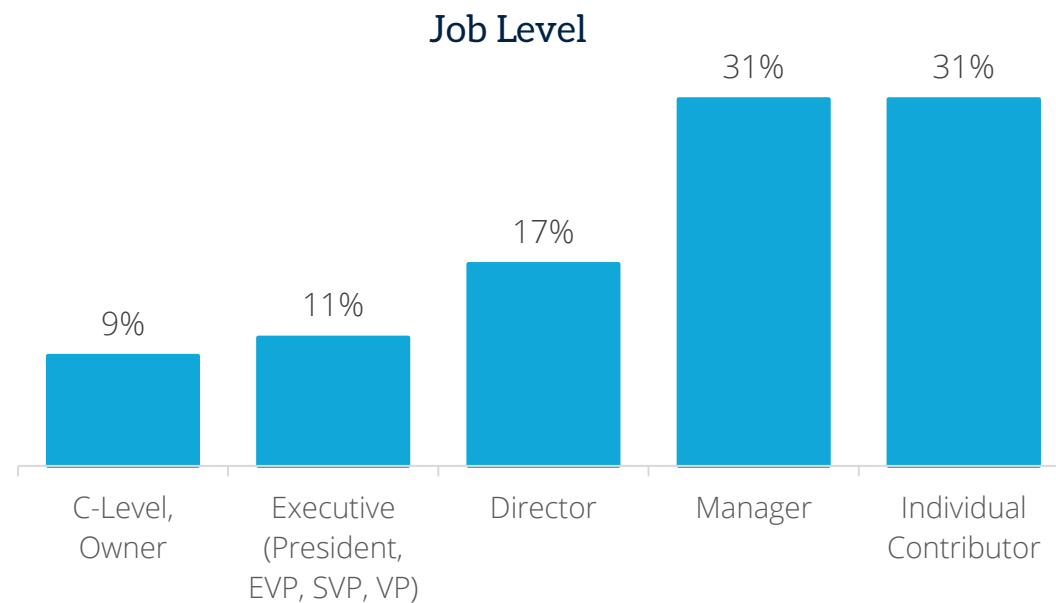


Question: How many people are employed by your company at all locations?
Base: All respondents (n=65).

Professional Profile: Job Level & Primary Job Function

The sample represents a diverse mix of various job levels and functions, ensuring the inclusion of a broad range of perspectives in the data.

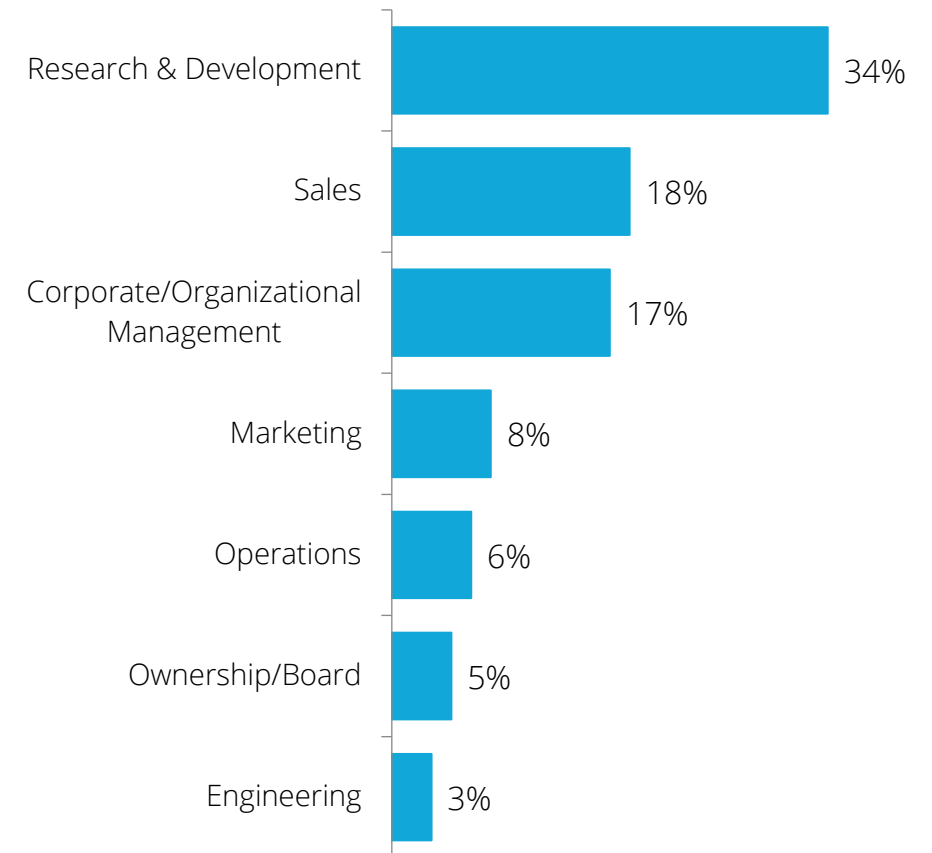
Importantly, most respondents (69%) report some degree of managerial responsibility, including 20% at the Executive or higher level.



Question: Which of the following best matches your job level?

Base: All respondents (n=64).

Primary Job Function



Question: Which of the following best reflects your primary job function?

Base: All respondents (n=65)

Section 4.

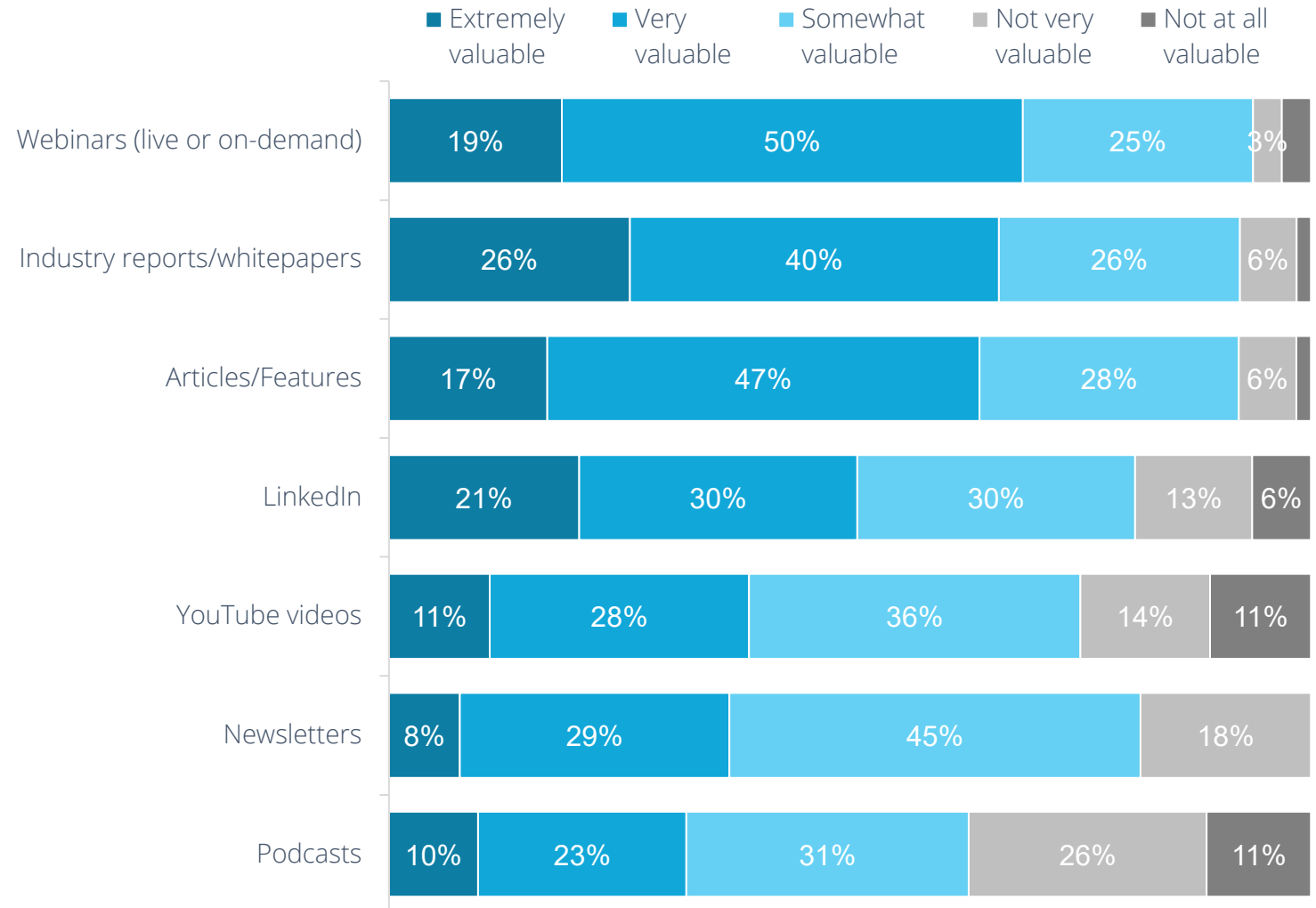
The Enduring Value of B2B Webinars



Webinars Are Among the Most Valuable B2B Content Formats

Respondents most value depth and credibility in B2B professional and educational content. Formats that deliver deeper insights consistently outperform more convenience-first channels.

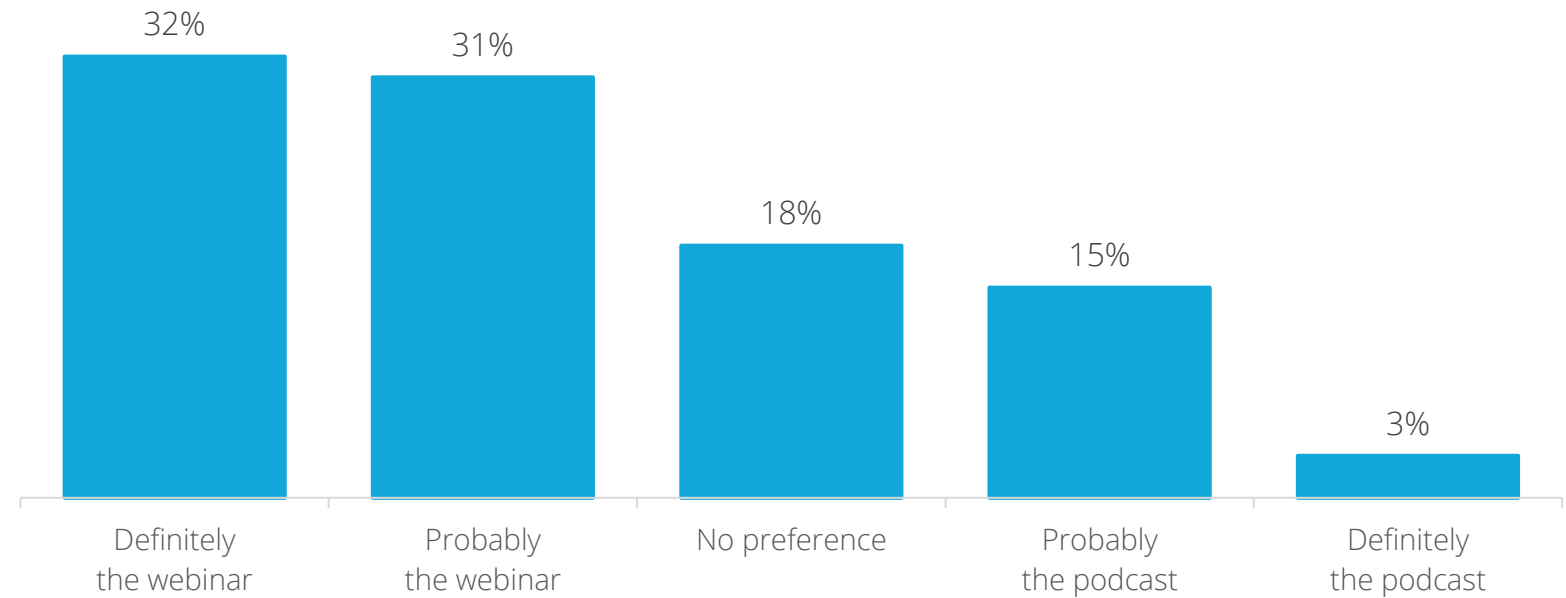
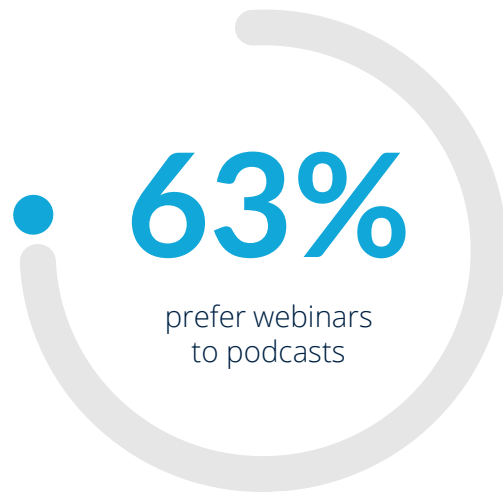
The BPI audience considers webinars the most valuable format for B2B professional and educational content (69% very or extremely valuable) followed very closely by industry reports/ whitepapers (66%) and articles/features (64%).



Question: How valuable do you find the following formats for accessing B2B professional / educational content?
Base: All respondents (n=64).

Most Prefer Webinars Over Podcasts for Identical Content

When content is held constant, webinars consistently emerged as the preferred format for 63% of respondents. This trend holds for even the youngest segment of respondents.



Generational Preferences

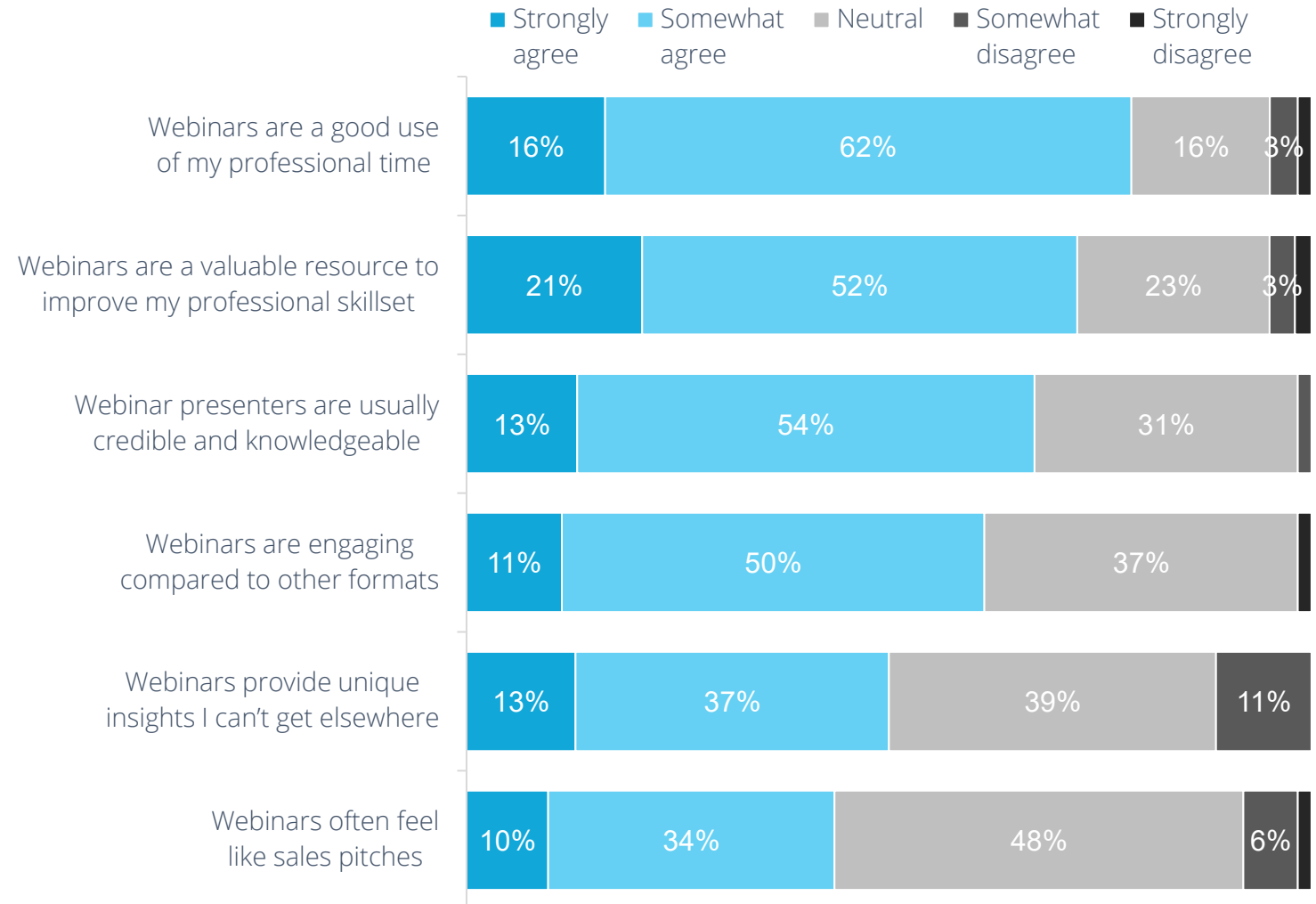
Respondent Age	Under 45	45 -54	55+
Prefer Webinar (NET)	65%	74%	33%
Prefer Podcast (NET)	19%	16%	22%

Question: If identical content (same topic, same presenter) were available in both webinar and podcast formats, which would you prefer?
Base: All respondents (n=65).

Webinars Are Trusted & Valuable – But Not Always Distinct

Webinars are broadly viewed as a good use of professional time (78% agree), a valuable resource (73% agree) with credible and knowledgeable presenters (67%).

However, fewer respondents consider webinars uniquely engaging or insightful, and 44% report they often feel sales-driven—highlighting a persistent risk to perceived objectivity and trust.

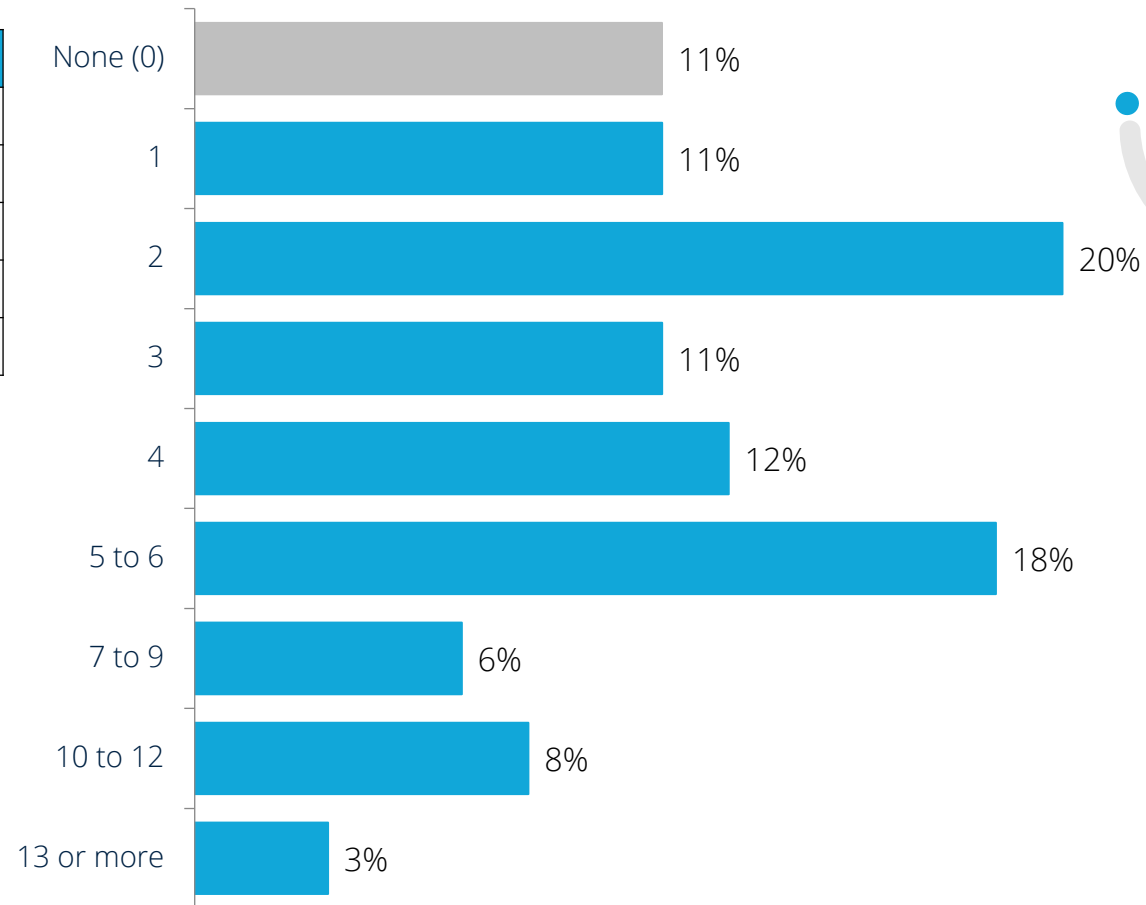


Question: To what extent do you agree/disagree with the following statements about B2B webinars?
Base: All respondents (n=62).

Webinar Participation is Contained & Frequent

A decisive majority of respondents (81%) attended at least one webinar in the past year and the typical respondent attended four. One in three (35%) attended five or more.

Job Level	Mean	Median
Full Sample	4	3
C-Level, Owner	6	5
Executive, VP/SVP/EVP	5	5
Manager	5	4
Individual Contributor	2	2



81%
attended at least
one webinar
in 2025

Question: How many B2B webinars have you attended (live or on-demand) in the past 12 months?
Base: All respondents (n=65).

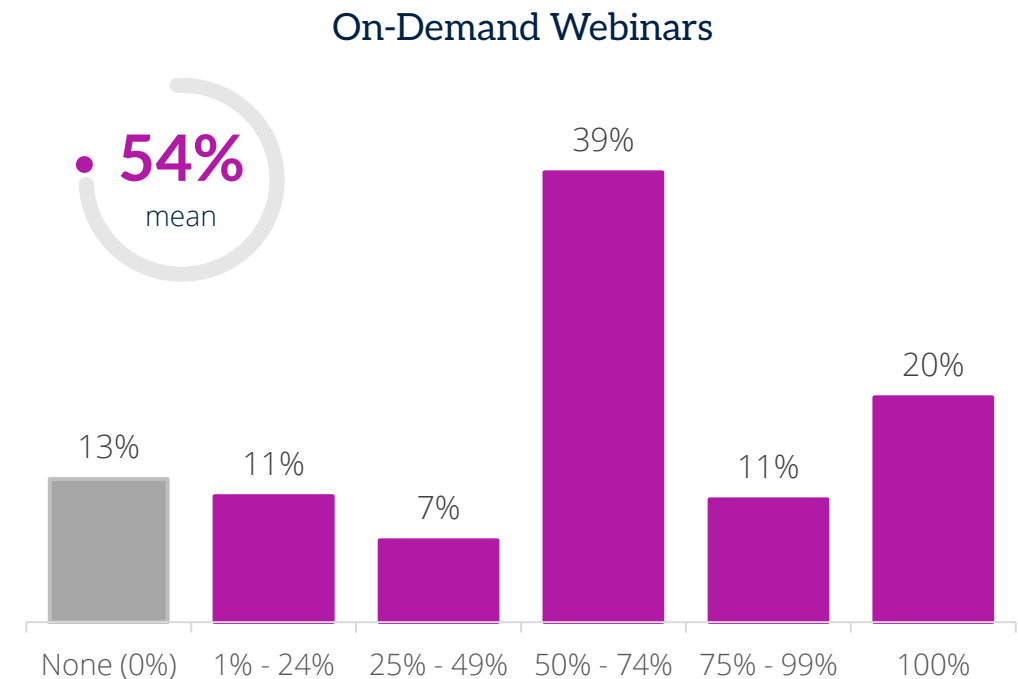
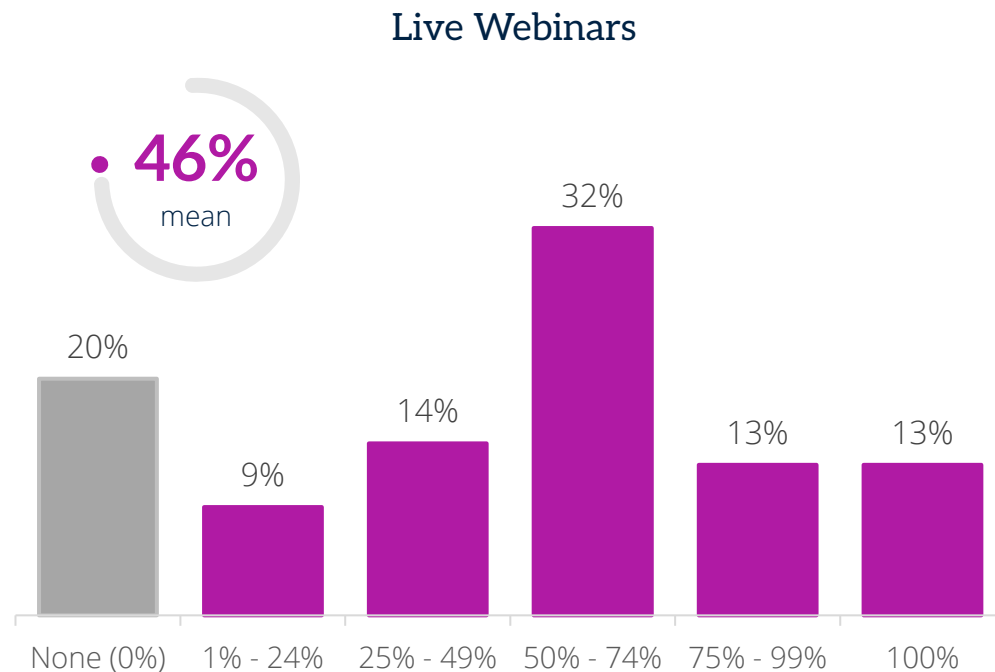
Section 5.

How Webinars Fit into Workflows



Audiences Prefer On-Demand Over Live Webinars

Respondents report a preference for on-demand webinar attendance, with a mean split of 54% on-demand and 46% live. Most attend both formats, reinforcing the need for webinar strategies that support strong live engagement and on-demand experiences



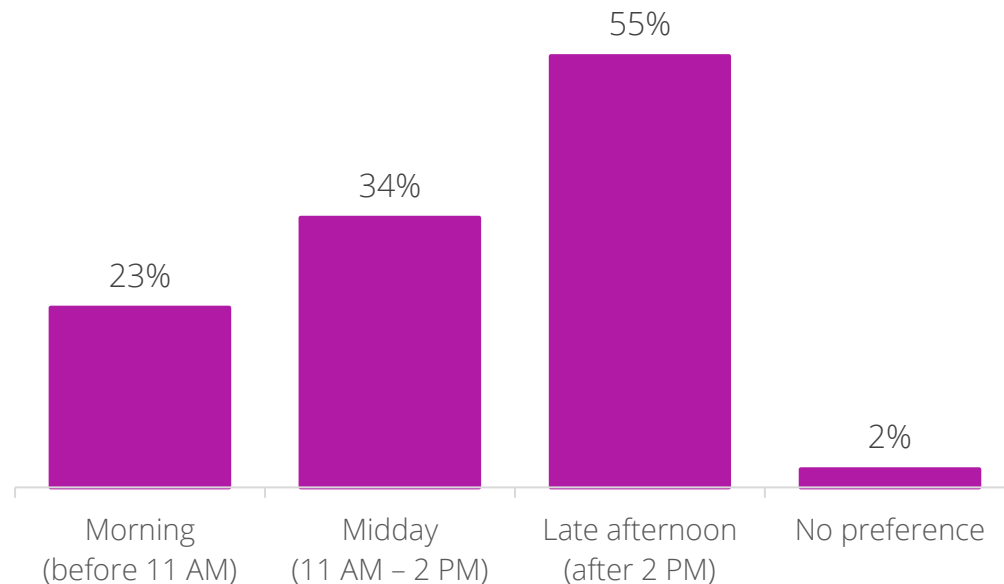
Question: Of all the webinars you attend, what percentage do you typically attend live vs. watch on-demand? (Please note your totals must sum to 100%)

Base: Respondents attending at least one webinar in the past year (n=56).

Shorter, Afternoon Webinars Fit Best into Busy Schedules

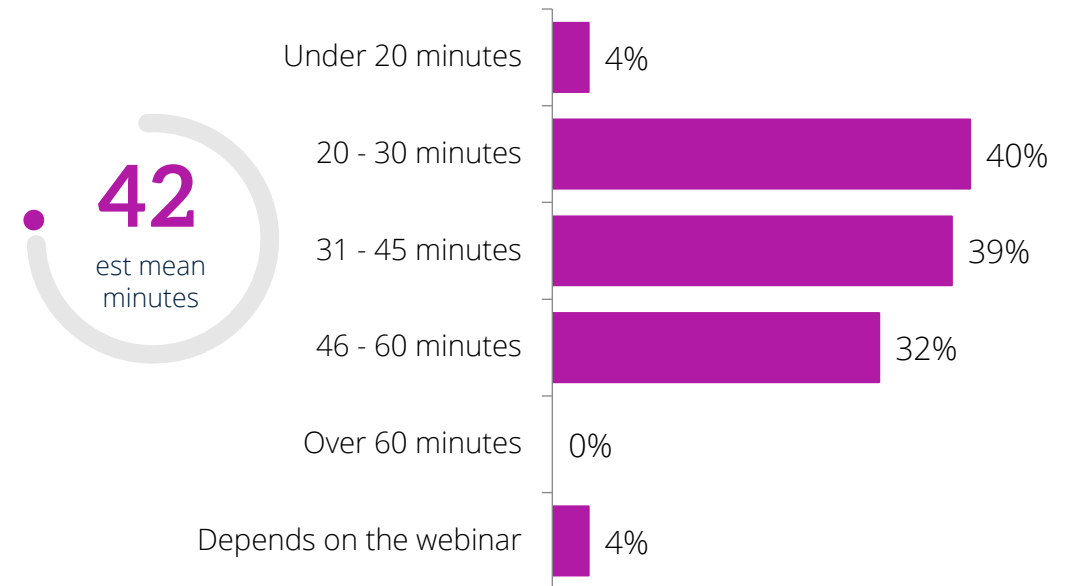
For attending live webinars, respondents demonstrated a preference for late afternoon (55%). Respondents expressed interest in both short-form webinars (20-30 minutes), and longer-form webinars (31-45 minutes, 46-60 minutes).

Preferred Dayparts for Attending Live Webinars



Question: What are your preferred times of day for attending a live webinar? (Select all that apply.)
Base: Respondents attending at least one live webinar in the past year; multiple answers permitted (n=44).

Preferred Durations for a B2B Webinar

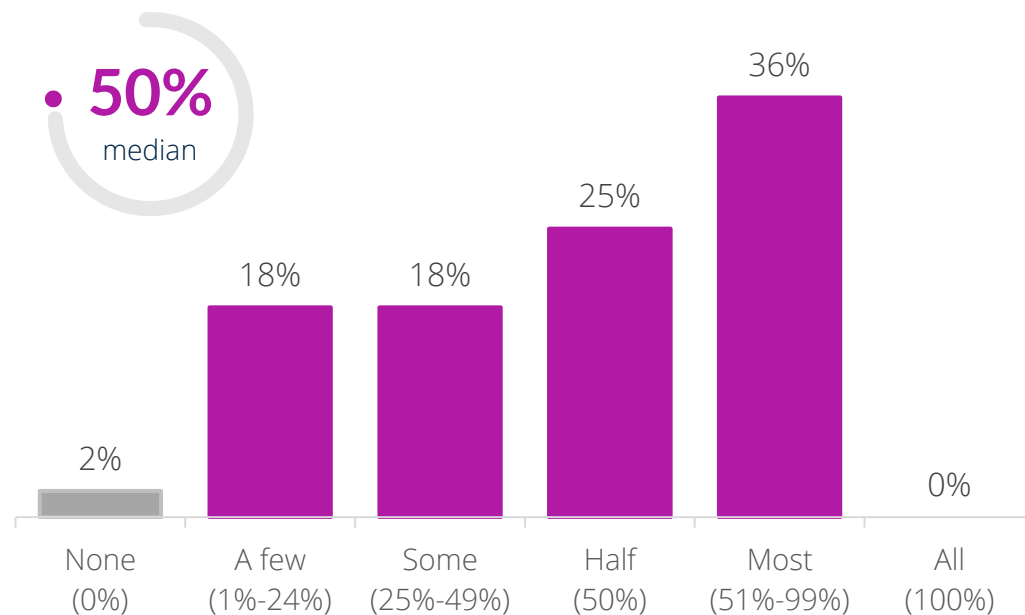


Question: What is your preferred duration for a B2B webinar? (Select all that apply.)
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=57).

Attendance Follow-Through Is Mixed Post-Registration

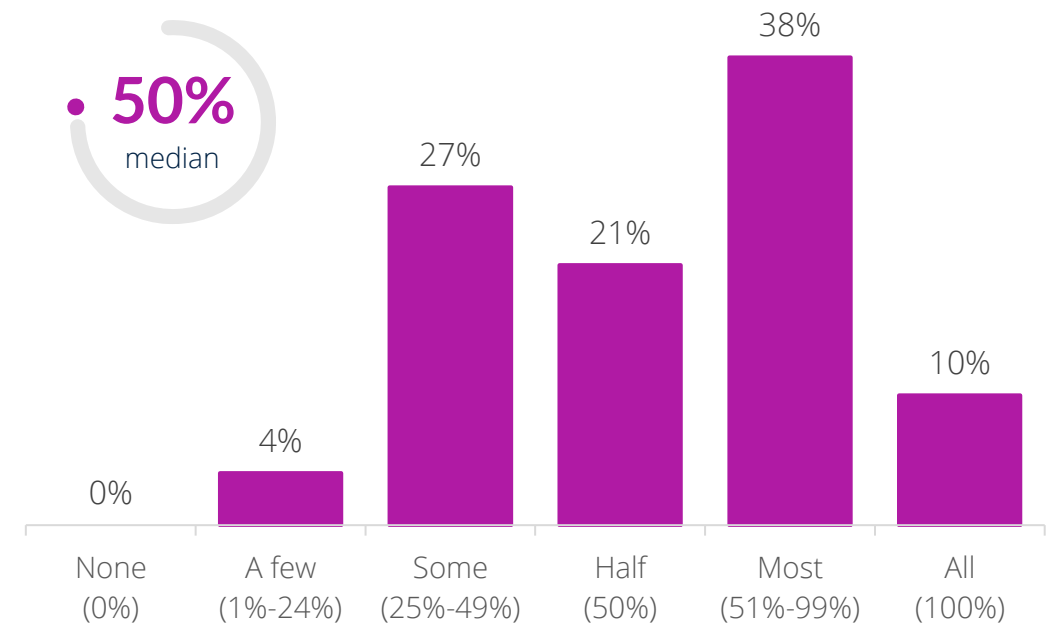
Despite flexible intentions, respondents report partial follow-through with both live and on-demand webinars, watching an estimated median 50% of both the live and on-demand webinars they register for. Increasing the value of webinars to this audience will drive stronger engagement.

Live Webinars Registered for & Attended in Real Time



Question: How many of the live webinars you register for do you actually attend in real-time?
Base: Respondents attending at least one live webinar in the past year (n=44).

On-Demand Webinars Registered for & Watched



Question: How many of the on-demand webinars you register for do you actually watch?
Base: Respondents attending at least one on-demand webinar in the past year (n=48).

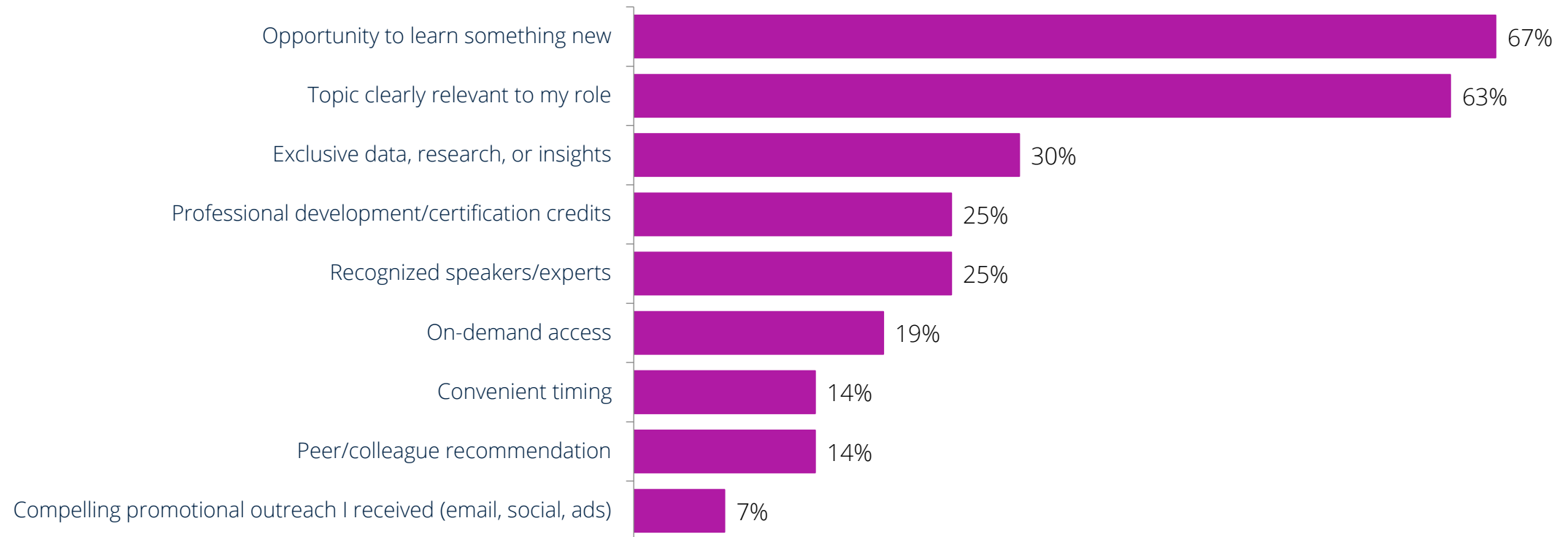
Section 6.

Why People Register for B2B Webinars



Learning Opportunities & Content Relevance Drive Registration

When asked to report the main reasons they registered for the last webinar they attended, two factors emerged as dominant: the opportunity to learn something new (67%) and content relevant to their professional roles (63%). Just under a third were motivated by the promise of access to exclusive data, research or insights (30%).



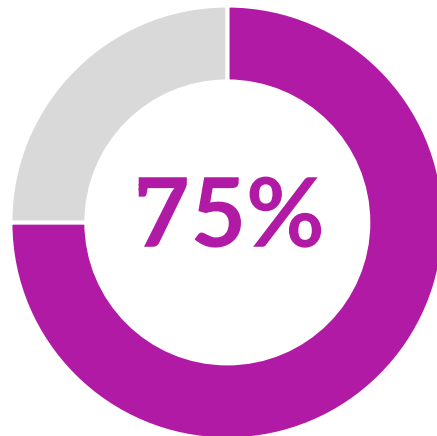
Question: What were the main reasons you registered for the last webinar you attended? (Select all that apply.)

Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=57).

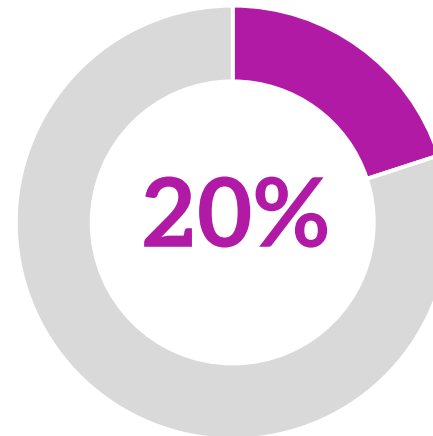
Many Registrants Value Access-Not Guaranteed Live Attendance

When registering for a live webinar, only 20% plan to attend live. Most (75%) register with the understanding that competing priorities may intervene or that post-event materials will suffice. This reinforces the importance of on-demand access even for live webinars.

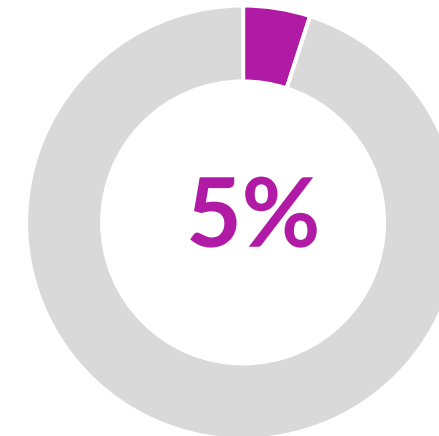
Hope to Attend, but Competing
Priorities May Take Precedence



Plan to Attend
the Live Session



Don't Plan to Attend, But Want
Access to Post-Event Materials



Question: When registering for a live B2B webinar, which best reflects your typical intention?
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=44)

Section 7.

Webinar Content & Format Preferences

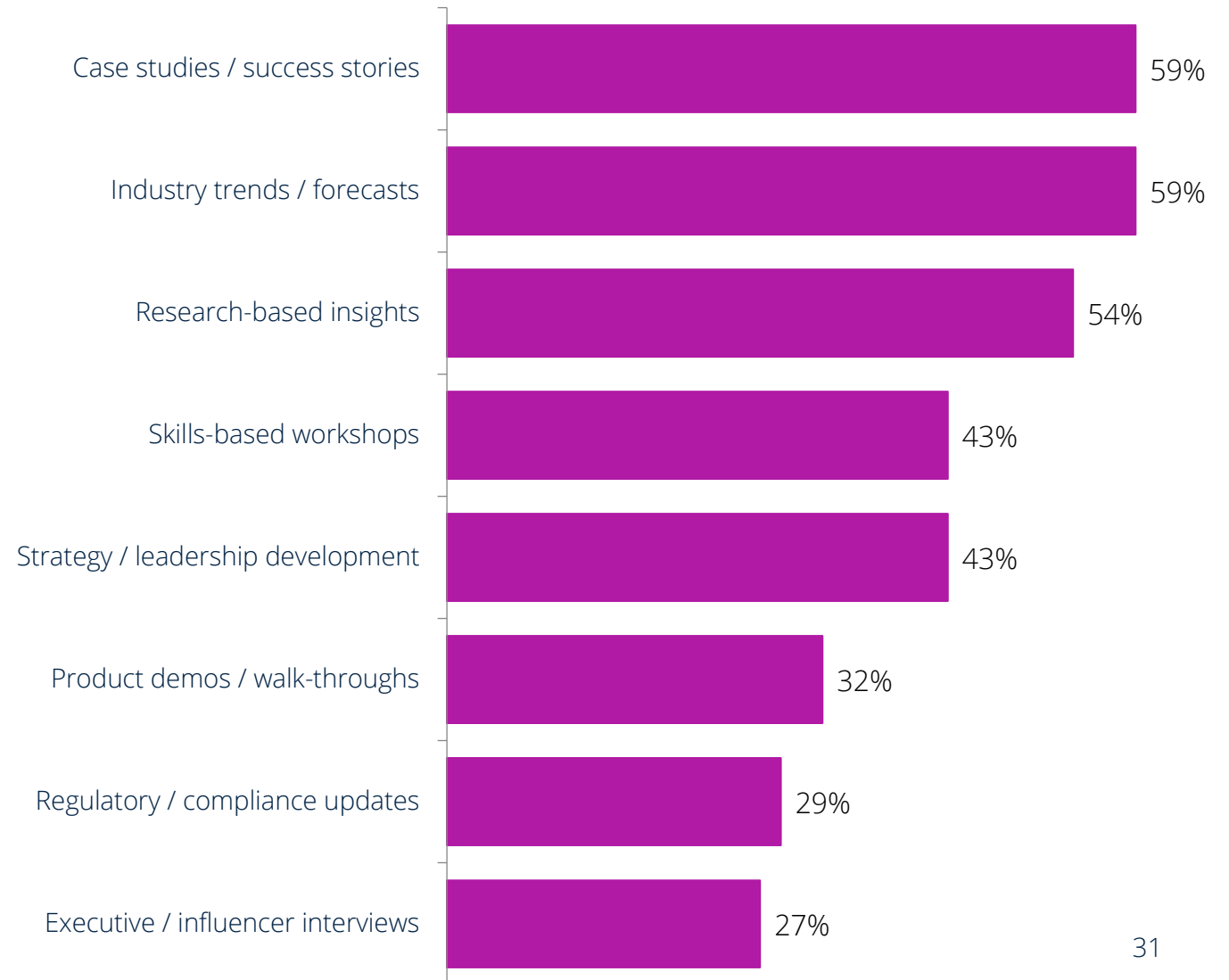


Insight-Driven Webinar Content is Most Engaging Overall

The most engaging types of webinar content include:

- Case studies / success stories
- Industry trends / forecasts
- Research-based insights

These preferences reinforce audience demand for perspective and proof over promotion and sales pitches.



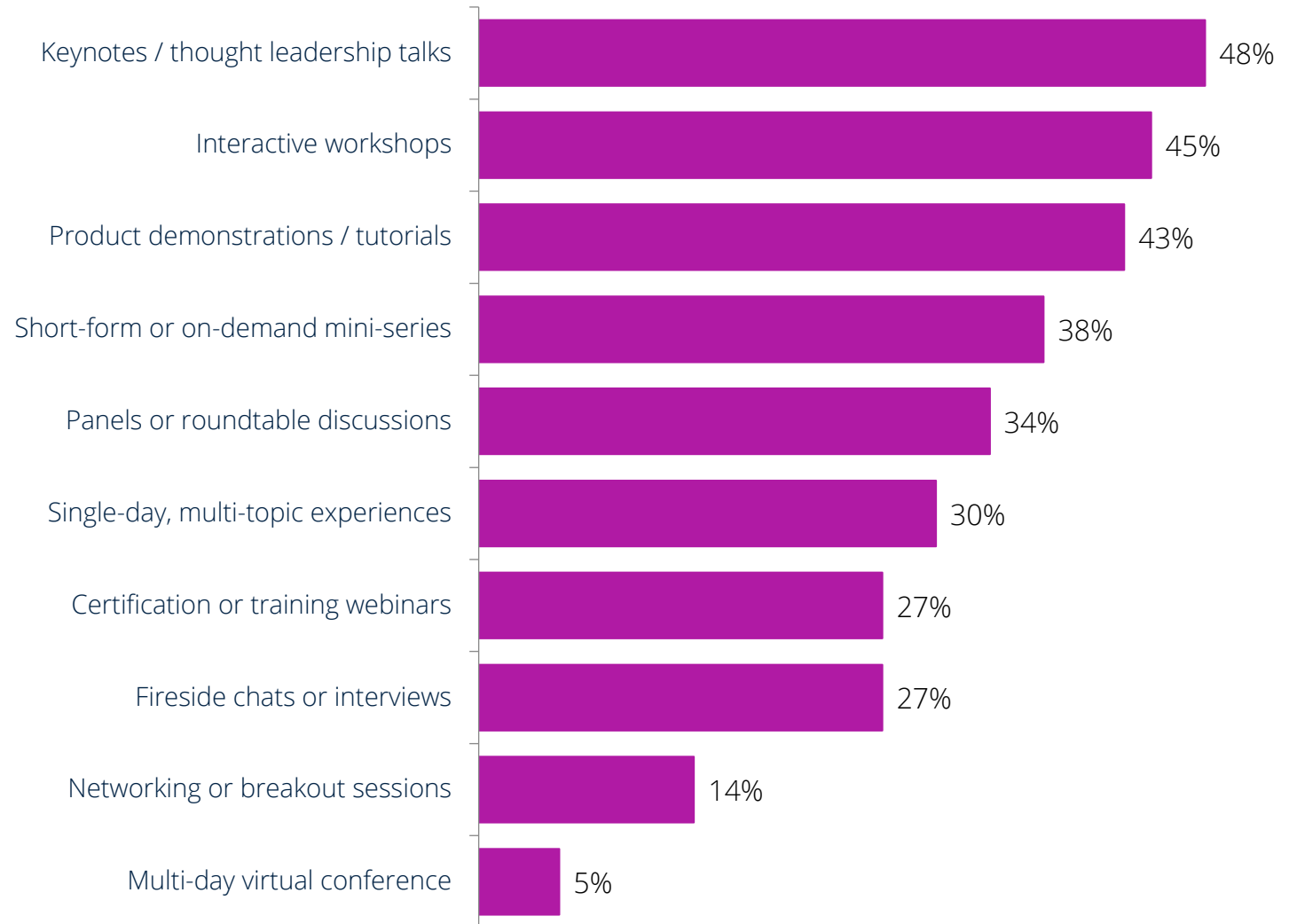
Question: What type(s) of webinar content do you find most engaging? (Select all that apply.)

Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=56)

Audiences Prefer a Mix of Thought Leadership & Interactive Formats

Rather than any single format, respondents enjoy a range of formats, including:

- Keynotes / thought leadership talks
- Interactive workshop
- Product demonstrations / tutorials

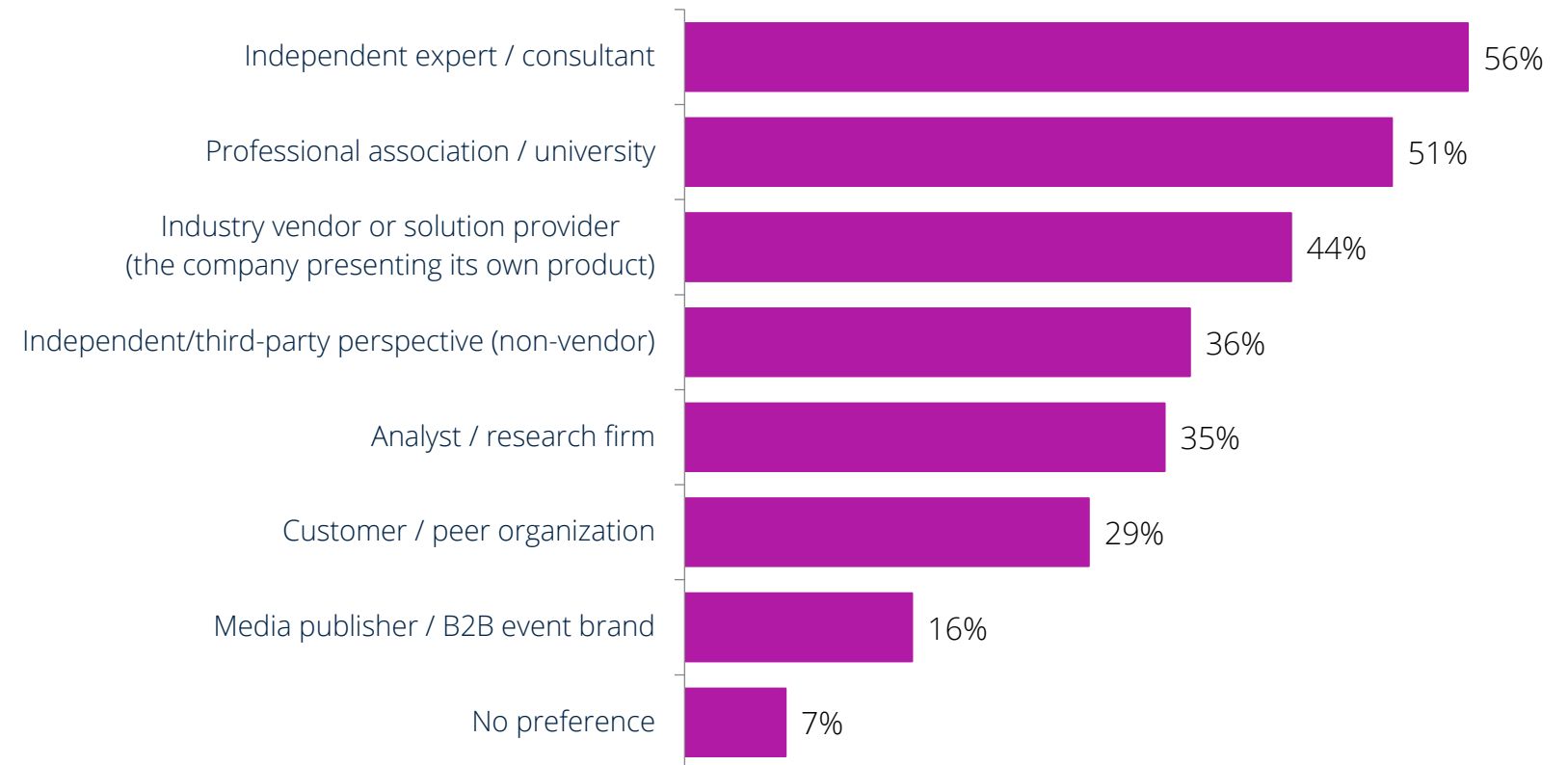
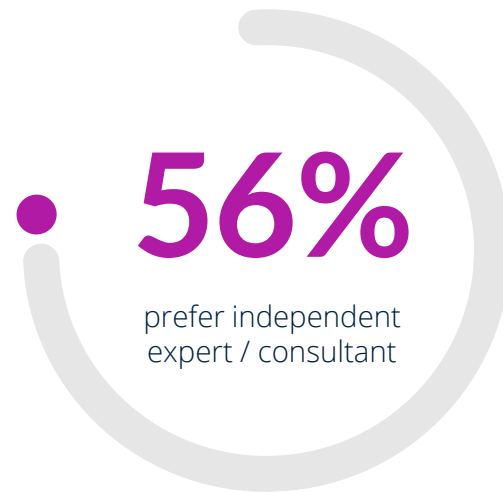


Question: What type(s) of webinar formats do you prefer? (Select all that apply.)

Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=56)

Independent Experts are Preferred Webinar Hosts

Independent experts are the most preferred webinar hosts (56%), followed by professional associations / universities (51%). This highlights the credibility advantage of perceived neutrality and expertise.



Question: What type(s) of host formats do you prefer when attending a webinar? (Select all that apply.)
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=55)

Section 8.

How Webinar Engagement is Won & Lost

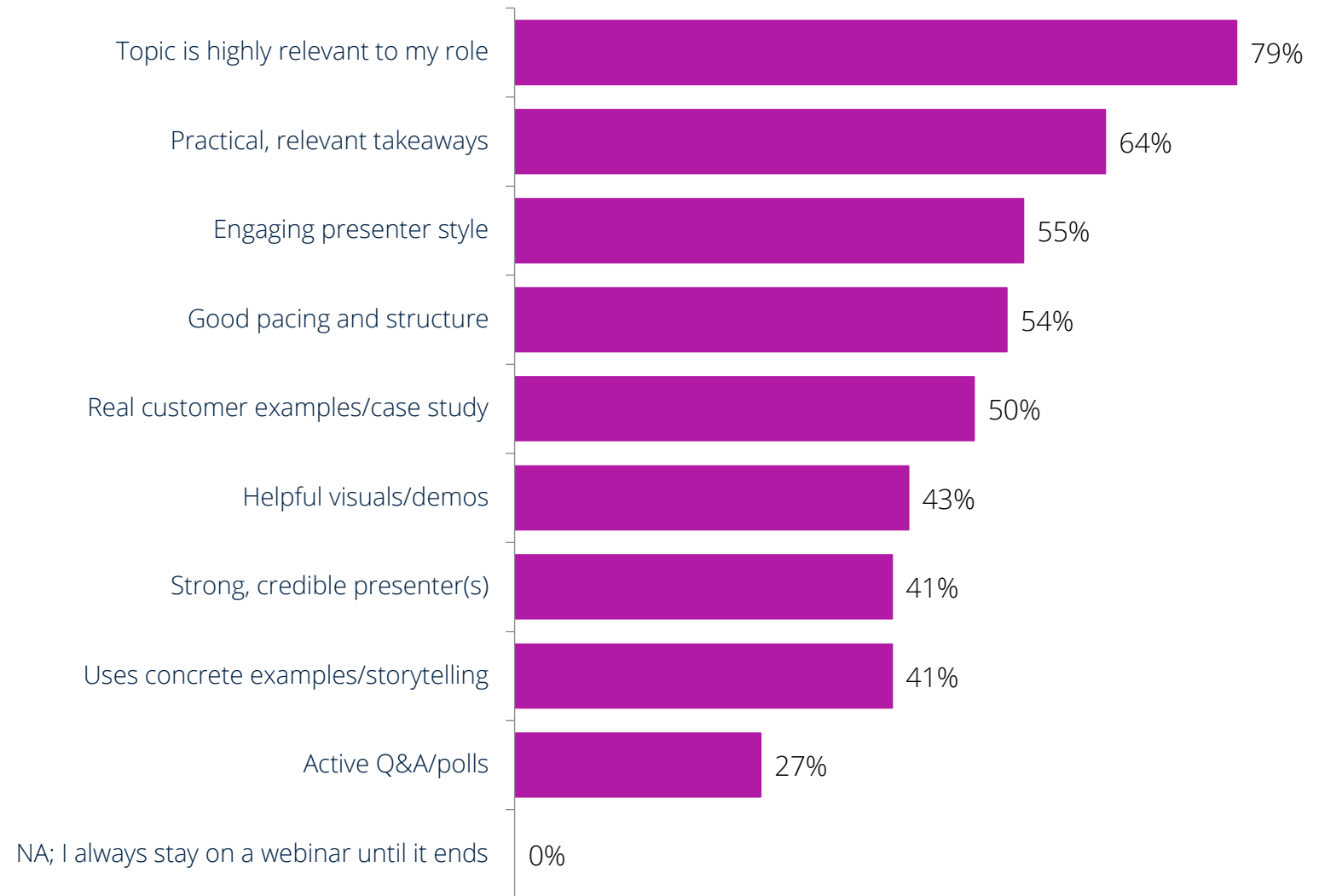


How Webinars Keep Audiences Engaged

Relevance is the make-or-break factor for webinar retention: 79% will stay through a webinar's end when the topic clearly speaks to their role.

Practical takeaways, strong engaging presenters, good pacing and structure, and real customer examples / case studies also help sustain attention.

With literally no one saying they always stay through to a webinar's end, retention should never be assumed—it must be earned.



Question: What factors are most likely to keep you on through the end of a webinar? (Select all that apply.)

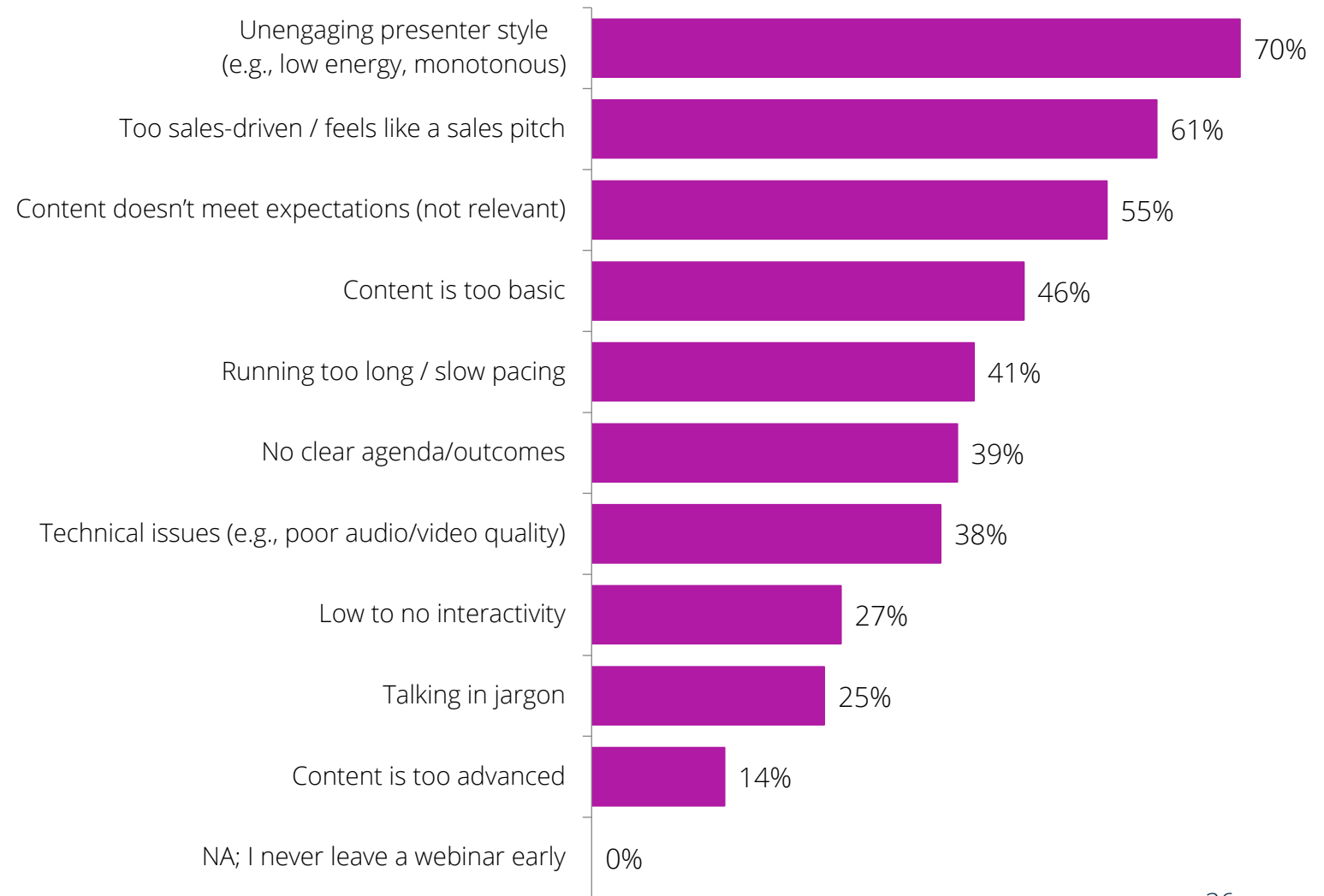
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=56)

How Webinars Lose Audiences to Drop-Off

Audiences are most likely to sour on webinars when:

- Presenter style is unengaging
- They are too sales-driven
- Content is not relevant and fails to meet expectations
- Content is too basic

Given that everyone is willing to leave a webinar early, maintaining trust and momentum is essential.



Question: What aspects of a B2B webinar are most likely to make you leave early? (Select all that apply.)

Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=56)

Section 9.

How Webinars Must Evolve in 2026



How the BPI Audience Wants Webinars to Improve

1. Clear Objectives, Scope, and Value Up Front

- Clearly state objectives, learning outcomes, and take-home messages
- Provide detailed abstracts outlining what will be covered
- Ensure titles and descriptions precisely match the session content
- Explain why the webinar format adds value (live Q&A, expert access, interaction)
- Communicate any credentials, certificates, or incentives upon completion

2. Focused, High-Level, and Time-Efficient Sessions

- Keep sessions concise and to the point
- Focus on one clearly defined topic per webinar
- Break complex subjects into multiple focused sessions
- Avoid filler, repetition, or broad overviews without depth
- Clearly communicate session length in advance

3. Data-Driven, Evidence-Based Scientific Content

- Lead with recent research, data, and validated findings
- Include real-world results and case studies
- Present challenges and limitations, not just successes
- Reduce time spent on product or company overviews
- Keep content factual, technical, and unbiased

4. Practical Application and Role-Specific Relevance

- Tailor content to defined professional roles or functions
- Highlight practical applications and decision implications
- Balance general principles with specific, actionable examples
- Provide tangible takeaways (best practices, frameworks, reference documents)

5. Credible, Independent, Expert Speakers

- Prioritize technical and scientific experts over commercial speakers
- Select presenters with deep domain credibility
- Avoid sales pitches and promotional framing
- Train speakers to communicate clearly and effectively
- Use engaging, knowledgeable moderators where needed

6. Meaningful Interactivity and Engagement

- Incorporate live Q&A sessions with sufficient time
- Use polls and chat to encourage audience participation
- Allow audience questions during or throughout the session
- Consider audience input when shaping future topics
- Ensure interactivity enhances learning, not distraction

7. Case Studies, Real Results, and Industry Validation

- Present real-world case studies and outcomes
- Include data-backed examples of implementation
- Reference regulatory considerations where relevant
- Avoid hypothetical or purely conceptual examples

8. On-Demand Access and Resource Availability

- Provide on-demand recordings for all webinars
- Share slides, recordings, and supplemental reading materials
- Announce in advance that materials will be available
- Create a searchable library of past webinar content

Question: What would make webinars more valuable? How could they be improved?

Webinars Topics the BPI Audience Wants in 2026

- 1. Advanced Cell & Gene Therapy (CGT) R&D and Translation** Respondents strongly emphasized advanced CGT R&D, including next-generation cell immunotherapies and in-vivo approaches. Interest centers on what can scale, what can clear regulators, and what will survive commercially.
- 2. Bioprocessing Innovation, Optimization & Scale-Up** Bioprocessing is the backbone theme across responses, with strong demand for optimization, intensification, and real-world manufacturing case studies, especially as the industry rebounds and refocuses on efficiency.
- 3. CMC Strategy, PPQ & Regulatory-Ready Manufacturing** CMC topics surfaced repeatedly, particularly around PPQ strategies, regulatory expectations, and compliance for biologics and CGT. The demand is for practical, regulator-aware guidance, not theory.
- 4. AI, Data Analytics & Digital Bioprocessing** AI interest is strong but tightly scoped to bioprocessing, R&D, analytics, and operational decision-making, with growing attention to how policy affects AI use in clinical research.
- 5. Manufacturing Technologies & Enabling Platforms** Respondents highlighted very specific manufacturing challenges—lipid nanoparticles, formulation technologies, sterilization, perfusion handling, diagnostics, and NGS—signaling demand for deep technical problem-solving.
- 6. Supply Chain Resilience & Operational Reliability** Operational fragility emerged through interest in alternate spare parts, supplier value, and manufacturing reliability, reflecting post-pandemic lessons.
- 7. Industry Outlook, Strategy & Company Scaling** Respondents are looking for strategic clarity as the industry rebounds—covering startup scaling, industry trends, technology adoption, and commercialization pathways, including RUO products.
- 8. Program, Project & Organizational Execution** Several responses emphasized project management, cross-functional execution, and operational discipline, reflecting the complexity of modern biologics and CGT programs.

Thank you
informaengage

