What the Commercialization & Market Strategy Audience Wants from Webinars in 2026

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

ONLINE SURVEY | LIFE SCIENCES VERTICAL – CAMS | 2026

Life Sciences Commercialization & Market Strategy

informa connect

Life Sciences CAMS

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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, 72 were submitted by the Life Sciences Connect CAMS audience of Life Sciences Connect: Access USA, Clinical Trials, Finance & Accounting, PCC Compliance & Legal, Pricing & Contracting, MedTech Series. The following analyses are based on those 72 respondents.

4 Informa Divisions

20 Market Verticals

51 Unique Brands

123 Countries

Section 2.
Key Findings

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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 (87%) of respondents attended at least one webinar in 2025. The typical respondent attends five 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, 71% of respondents prefer webinars over podcasts when content is identical. This preference holds for 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 clear relevance between the topic and respondent role (76%) and the opportunity to learn something new (61%).

Relevant Content is The Single Most Impactful Engagement Driver

68% 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-2 Engagement Killer

A majority of respondents (56%) 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.

Industry Trends & Forecasts

65%

Case Studies & Success Stories

48%

Research-Based Insights

47%

Delivered by Industry Experts / Consultants

68%

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 44 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 (76%) 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 CAMS 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, actionable takeaways early and often
3. Use credible presenters with engaging delivery style
4. Include concrete examples and case studies
5. Maintain strong pacing, structure and clear outcomes

The DO NOT list: how to alienate audiences

1. Lead with sales messaging or product promotion
2. Miss on relevance or overpromise in promotions
3. Cover overly basic, general content
4. Soldier on with unengaging presenters
5. Let sessions drag or feel unfocused

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 (30 minutes), focused and disciplined.
3. Avoid sales pitches at all costs; when unavoidable, education must precede promotion.
4. Ensure webinars are credible and practitioner led — expertise + presenting skills matter.
5. Flexible access and follow-up materials are mission critical to perceived webinar value.

Webinar Content Your Audience Wants in 2026

Webinars that connect strategy, regulation, finance, and execution — while respecting audience specialization—will deliver the highest value across the CAMS portfolio.

1. AI in Life Sciences: Practical Use, Real ROI, with Less Hype
2. Market Access, Pricing & Affordability Under Policy Pressure
3. Regulatory Change, Compliance & Submission Modernization
4. Clinical Research Evolution & Trial Execution
5. Finance, Macroeconomics & Transaction Readiness
6. Global Policy, Trade & Geopolitical Forces
7. MedTech Innovation, Value & Adoption
8. Patient, Provider & Pharmacy Perspectives

Section 3.
Respondent Profile

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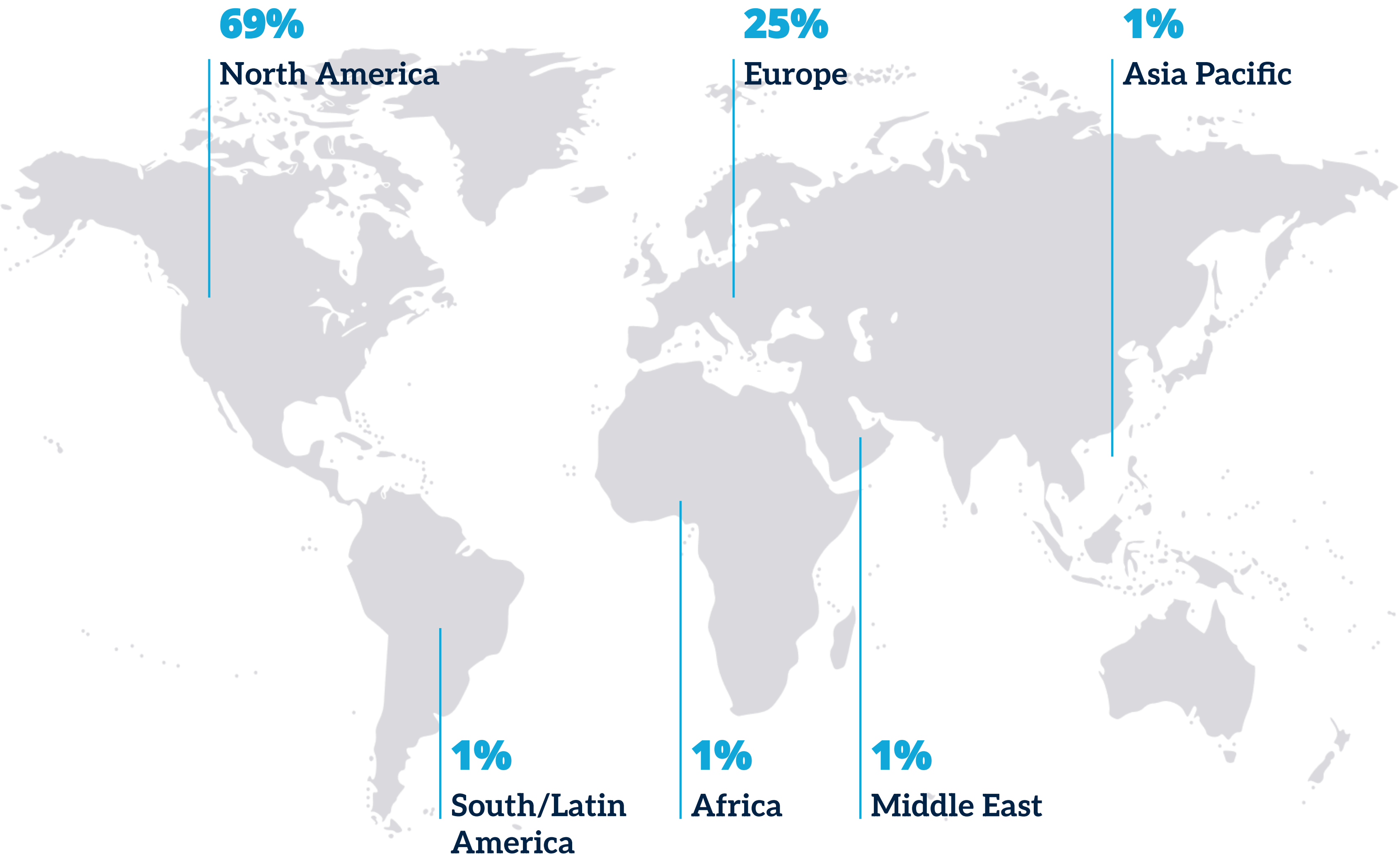
Survey Respondents Are North America Based

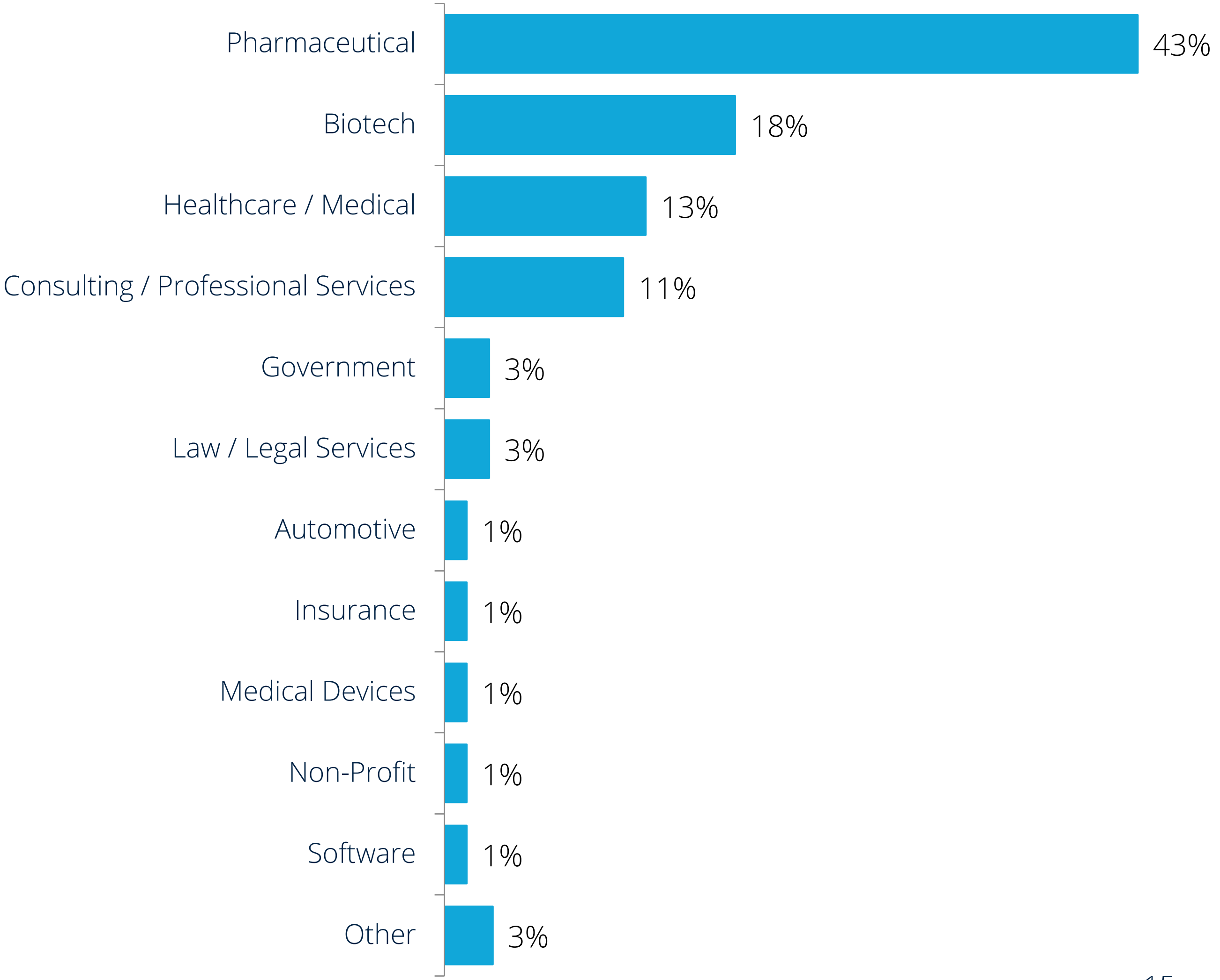
The sample is global, with the largest representation in North America (69%), followed by Europe (25%). In total, 17 countries are represented.



Question: In which country are you based?
Base: All respondents (n=72).

Sample Includes a Broad Life Sciences B2B Vertical Representation

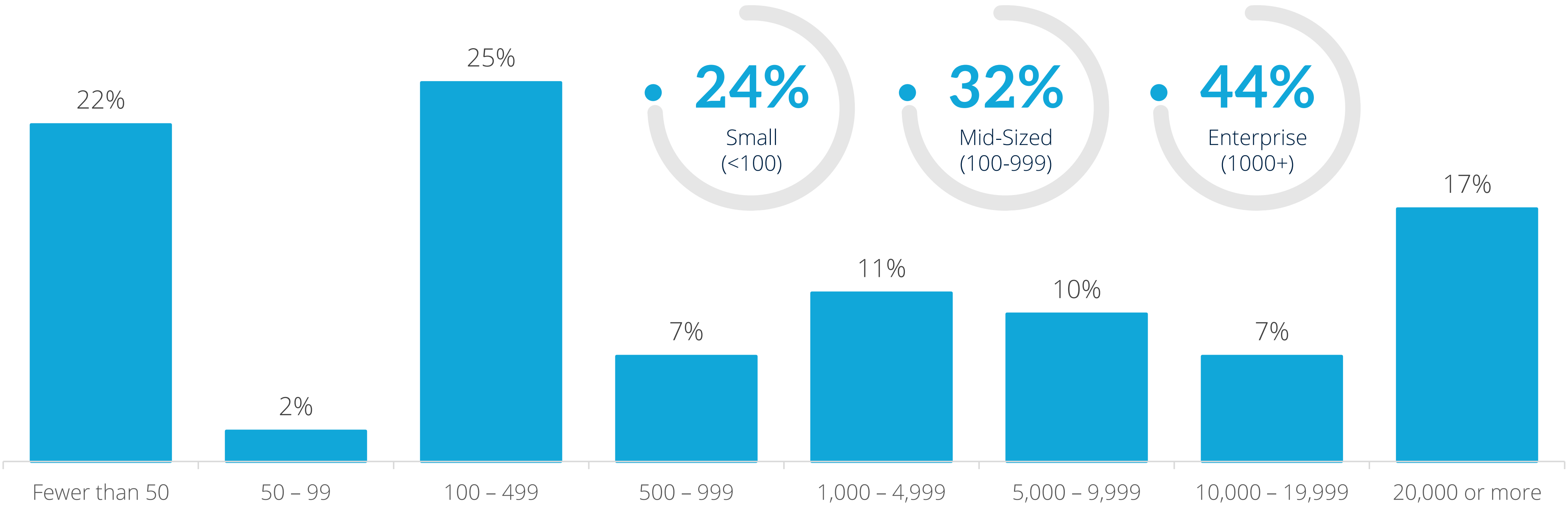
Thirteen business types are represented in the sample, with strong participation from the pharmaceutical (43%) biotech (18%), and healthcare / medical (13%) sectors.



Question: Which of the following industries best reflects your company's primary business?
Base: All respondents (n=72).

Small, Mid-Sized & Enterprise Organization Representation

Organizations of all sizes are represented, including small businesses (24%), mid-sized companies (32%), and enterprise organizations (44%). This balance allows findings to reflect both growth-stage and large-scale business perspectives.

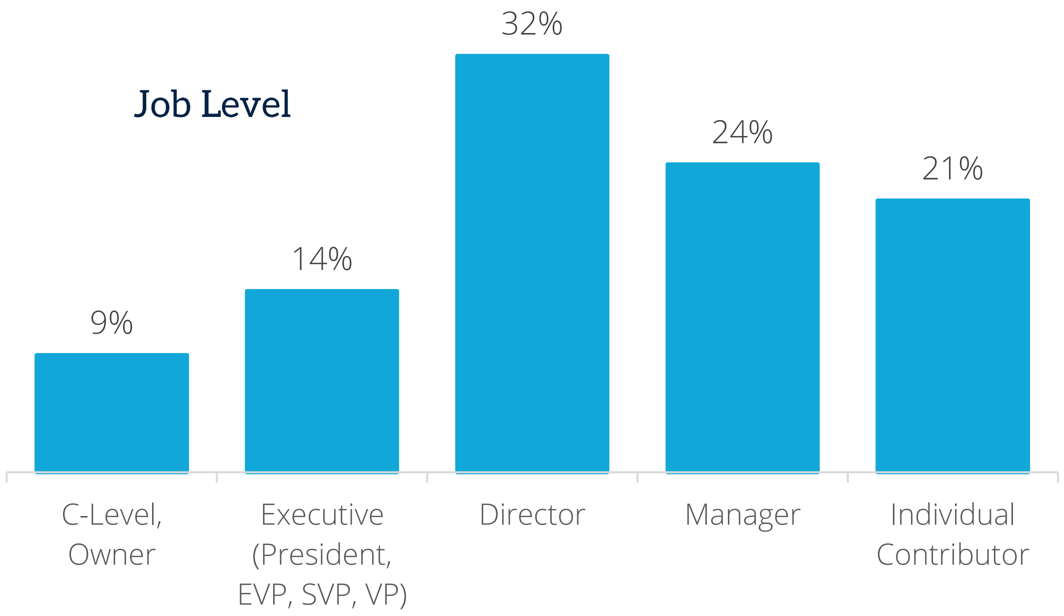


Question: How many people are employed by your company at all locations?
Base: All respondents (n=72).

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 (79%) report some degree of managerial responsibility, including 9% C-Levels and Owners.



Question: Which of the following best matches your job level?
Base: All respondents (n=72).

Most Commonly Reported Primary Job Functions

Question: Which of the following best reflects your primary job function?
Base: All respondents (n=72)

Section 4.

The Enduring Value of B2B Webinars

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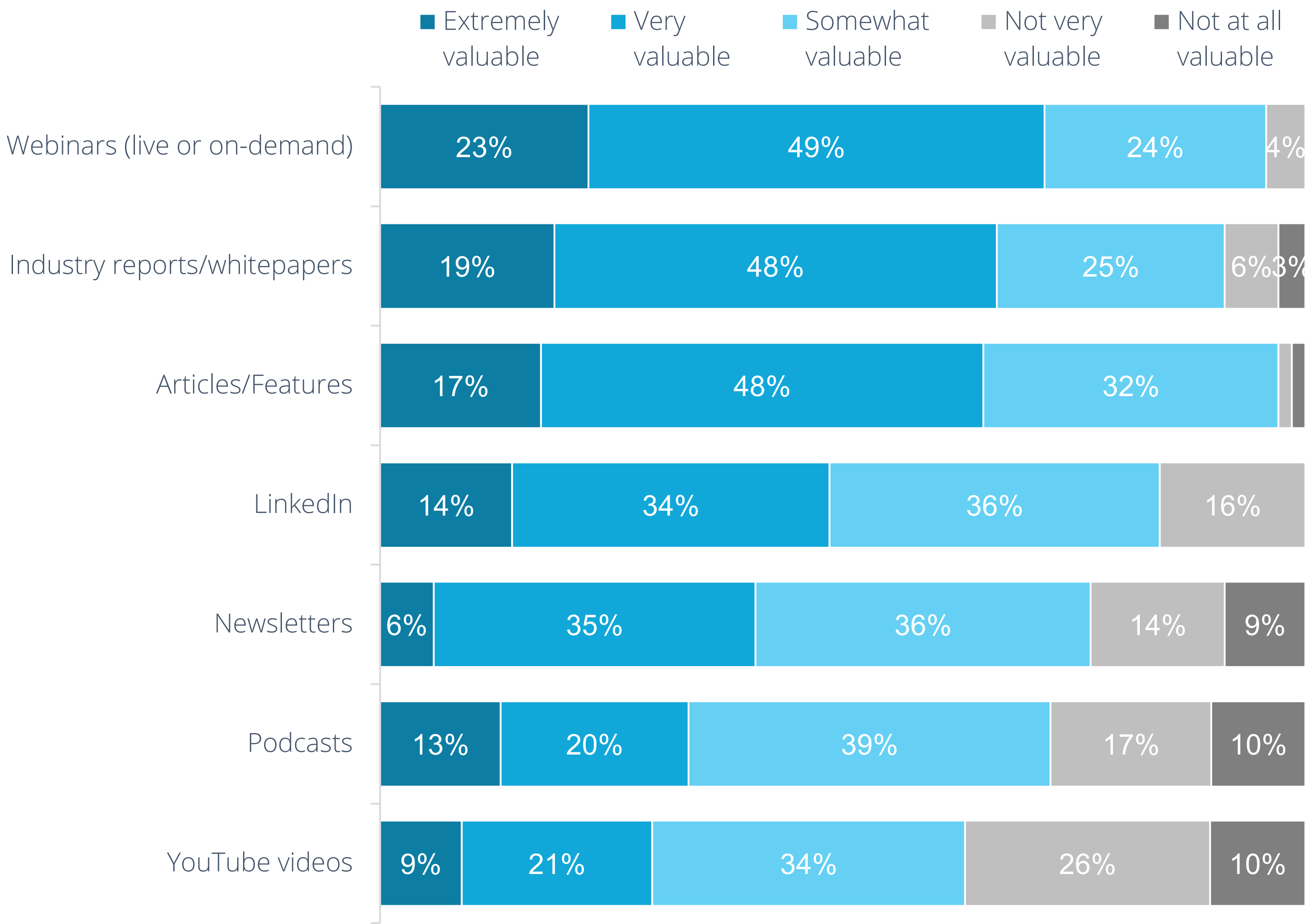
Webinars Are Among the Most Valuable B2B Content Formats

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

The CAMS audience considers webinars the most valuable format for B2B professional and educational content (72% very or extremely valuable) followed very closely by industry reports/ whitepapers (67%) and articles/features (65%).



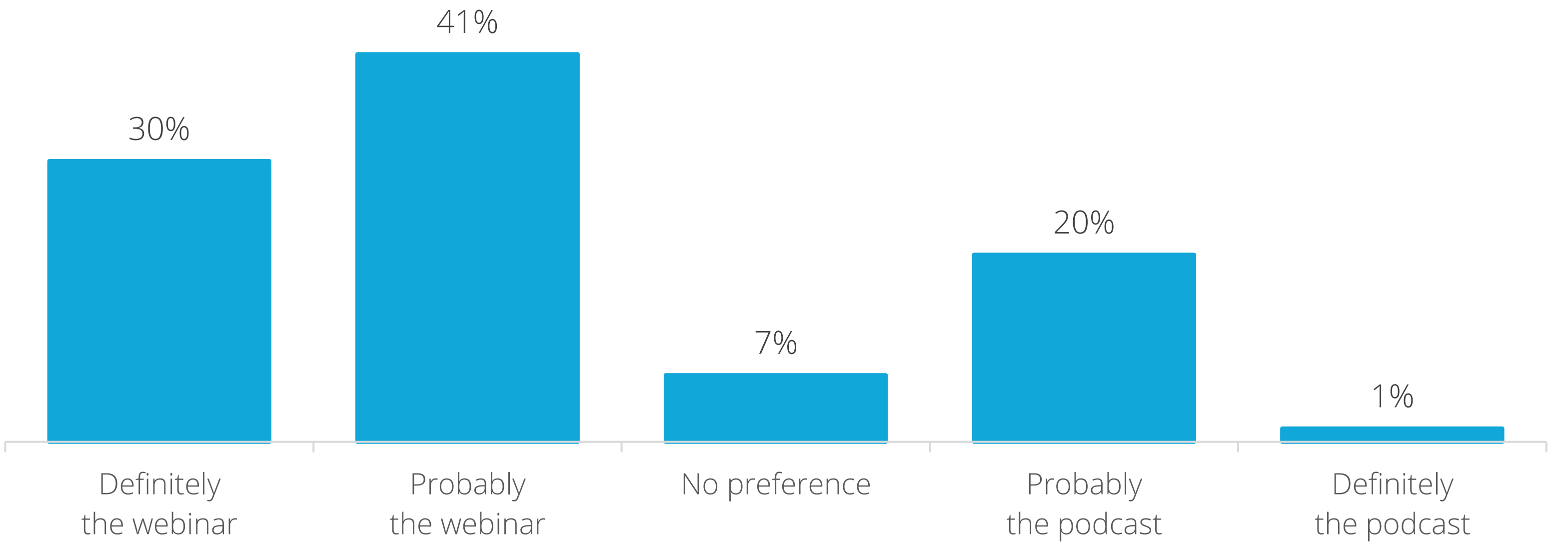
Question: How valuable do you find the following formats for accessing B2B professional / educational content?
Base: All respondents (n=71).

Most Prefer Webinars Over Podcasts for Identical Content

When content is held constant, webinars consistently emerged as the preferred format 71% of respondents. This trend holds for even the youngest segment of respondents.

71%

prefer webinars to podcasts



Generational Preferences

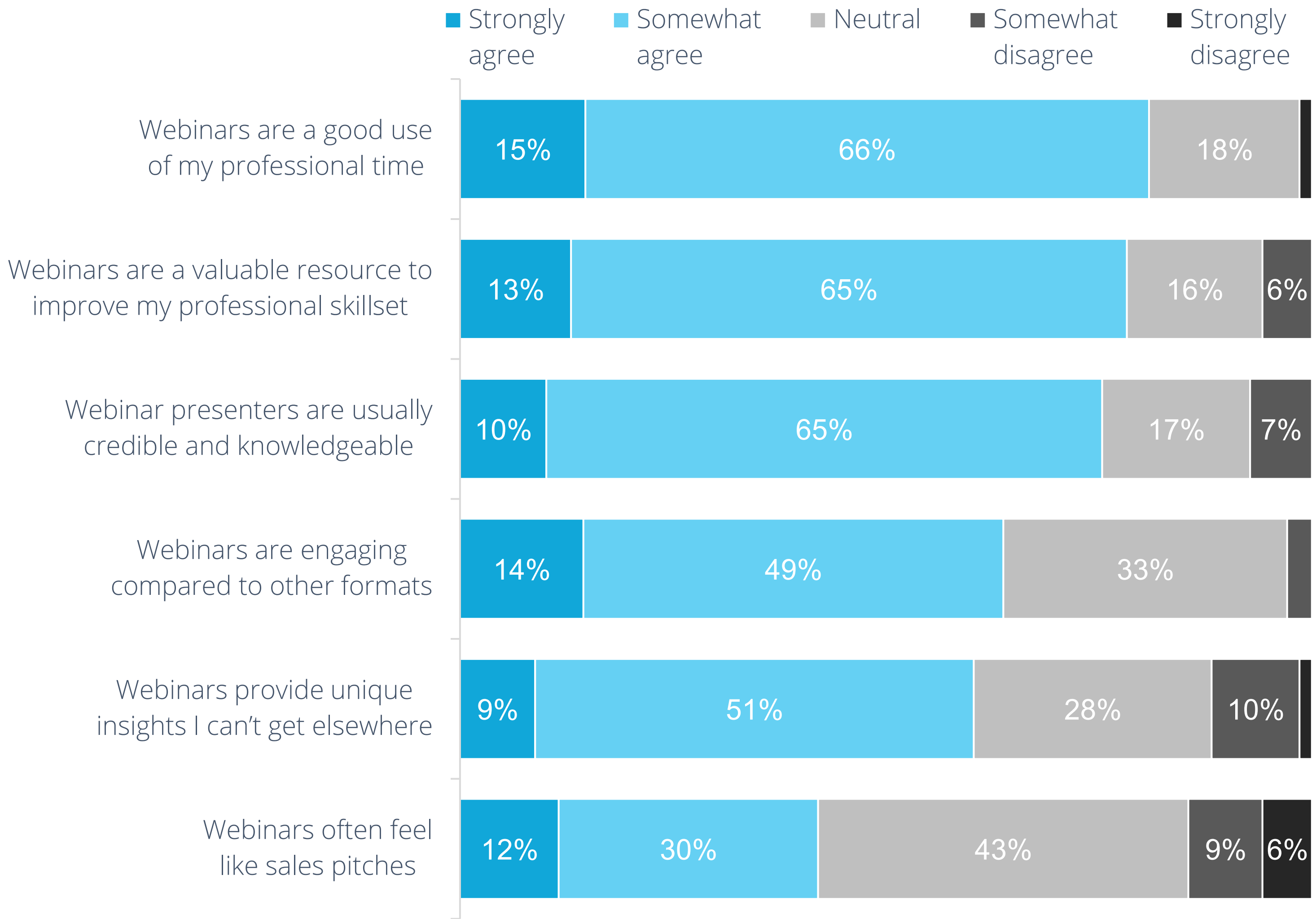
Respondent Age	Under 45	45 -54	55+
Prefer Webinar (NET)	58%	87%	85%
Prefer Podcast (NET)	32%	13%	10%

Question: If identical content (same topic, same presenter) were available in both webinar and podcast formats, which would you prefer?
Base: All respondents (n=70).

Webinars Are Trusted & Valuable – But Not Always Distinct

Webinars are broadly viewed as a good use of professional time (81% agree), a valuable resource (78% agree) with credible and knowledgeable presenters (75%).

However, 42% report they often feel sales-driven —highlighting a persistent risk to perceived objectivity and trust.

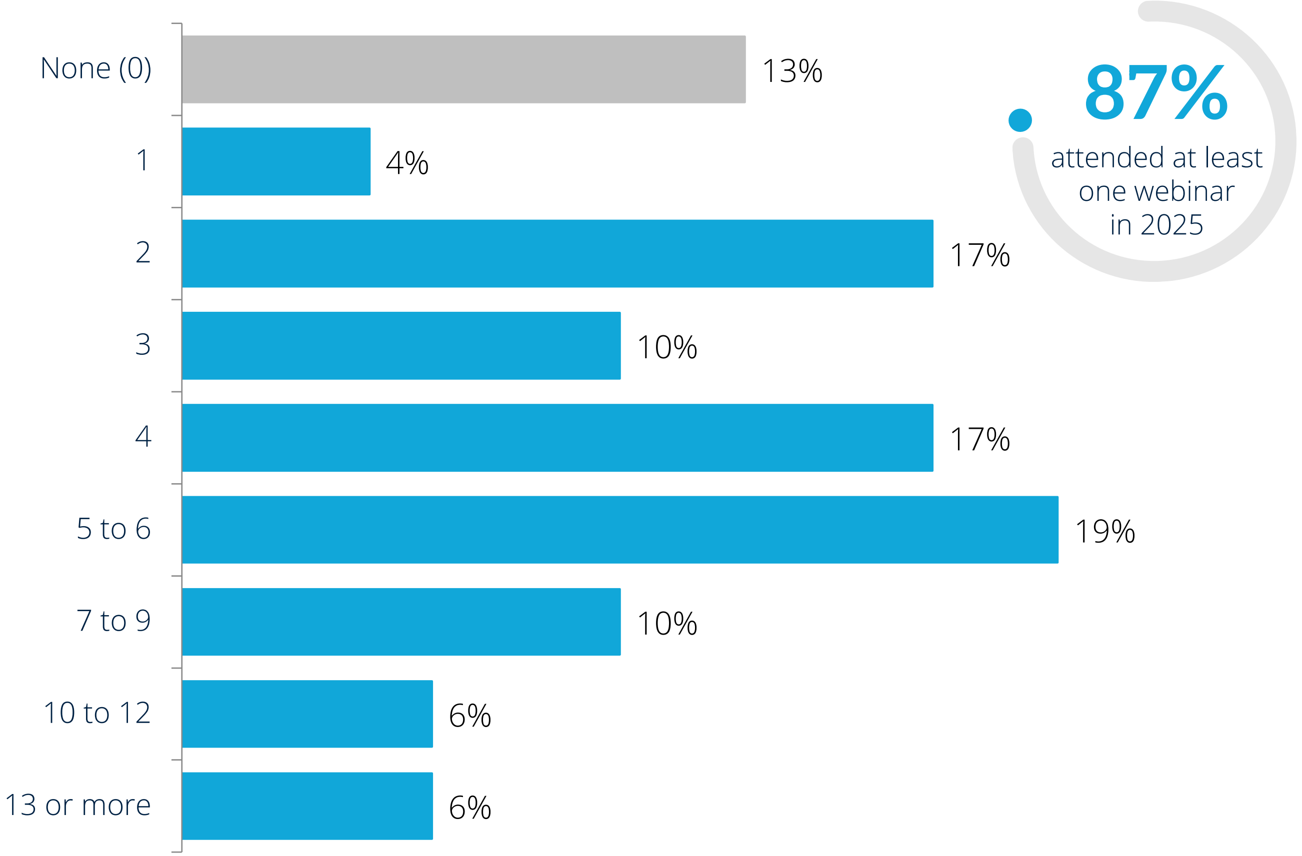


Question: To what extent do you agree/disagree with the following statements about B2B webinars?
Base: All respondents (n=69).

Webinar Participation is Contained & Frequent

A decisive majority of respondents (87%) attended at least one webinar in the past year and the typical respondent attended five. One in five (21%) attended seven or more.

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



Question: How many B2B webinars have you attended (live or on-demand) in the past 12 months?
Base: All respondents (n=72).

Section 5.

How Webinars Fit into Workflows

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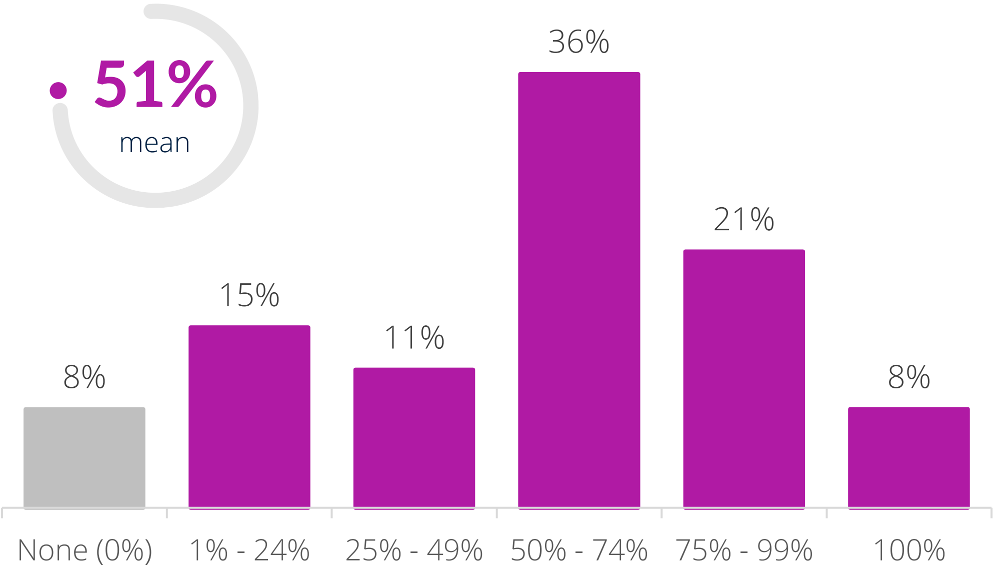
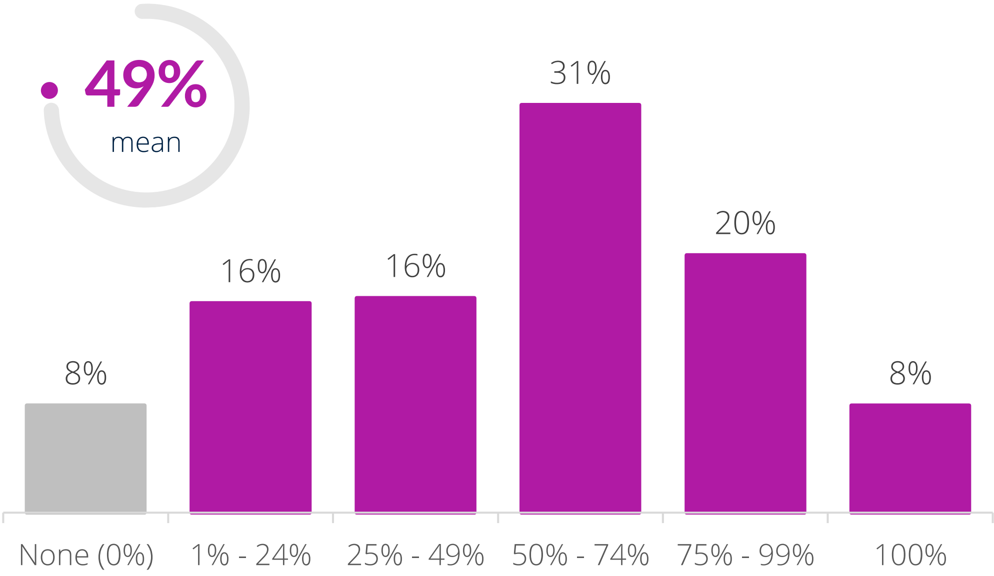
Audiences Regularly Use Both Live & On-Demand Webinars

Respondents report a balanced mix of both live and on-demand webinar attendance, with a mean split of 51% live and 49% on-demand. Most attend both formats, reinforcing the need for webinar strategies that support strong live engagement and on-demand experiences.

Live Webinars



On-Demand Webinars

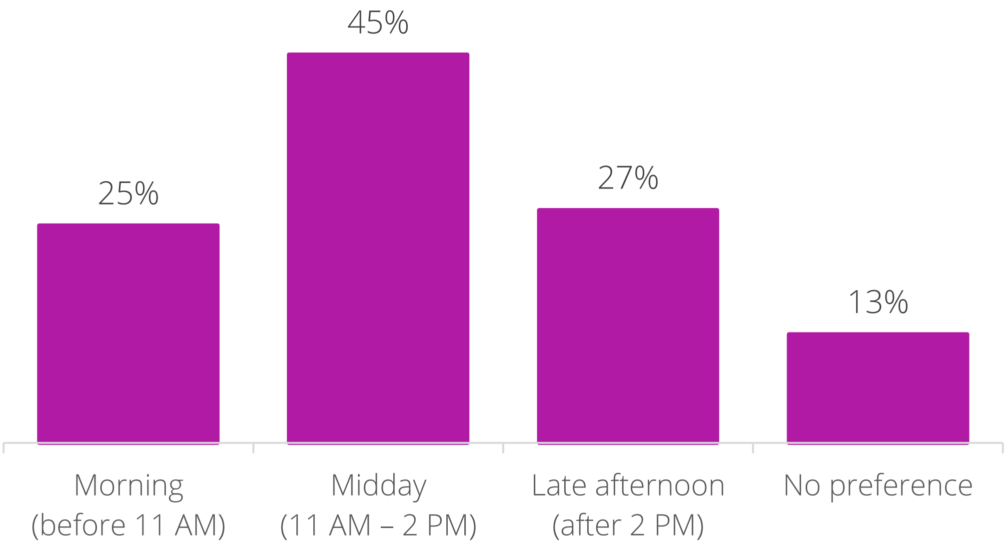


Question: Of all the webinars you attend, what percentage do you typically attend live vs. watch on-demand? (Please note your totals must sum to 100%)
Base: Respondents attending at least one webinar in the past year (n=61).

Shorter, Midday Webinars Fit Best into Busy Schedules

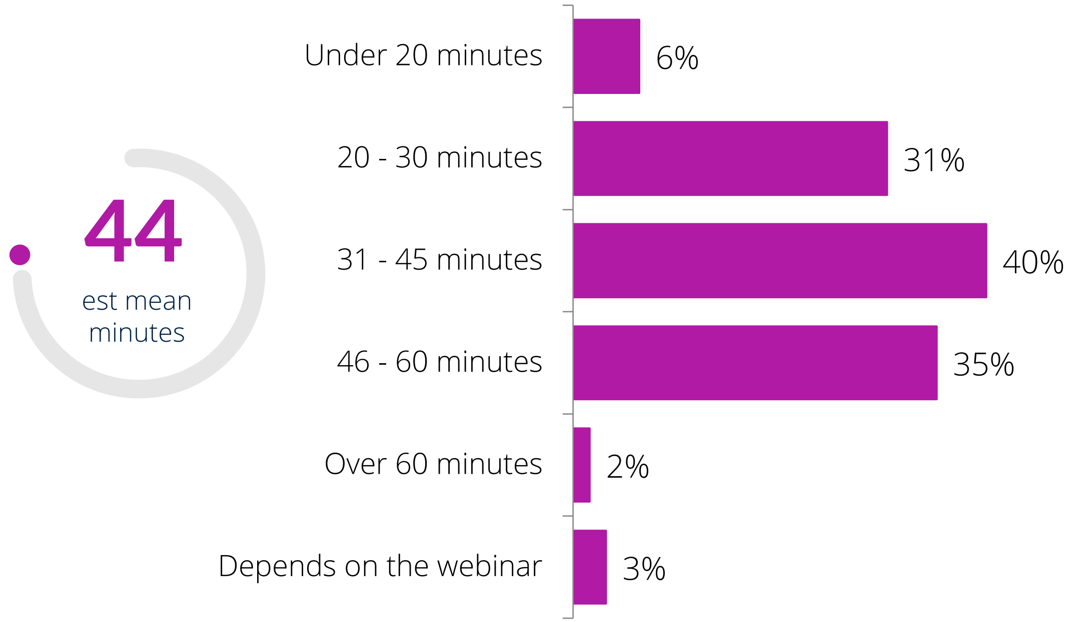
For attending live webinars, respondents demonstrated a preference for midday (45%). Respondents expressed interest in short-form (20-30 minutes), and mid-length (31-45 minutes) and longer form webinars (46-60 minutes).

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=56).

Preferred Durations for a B2B Webinar

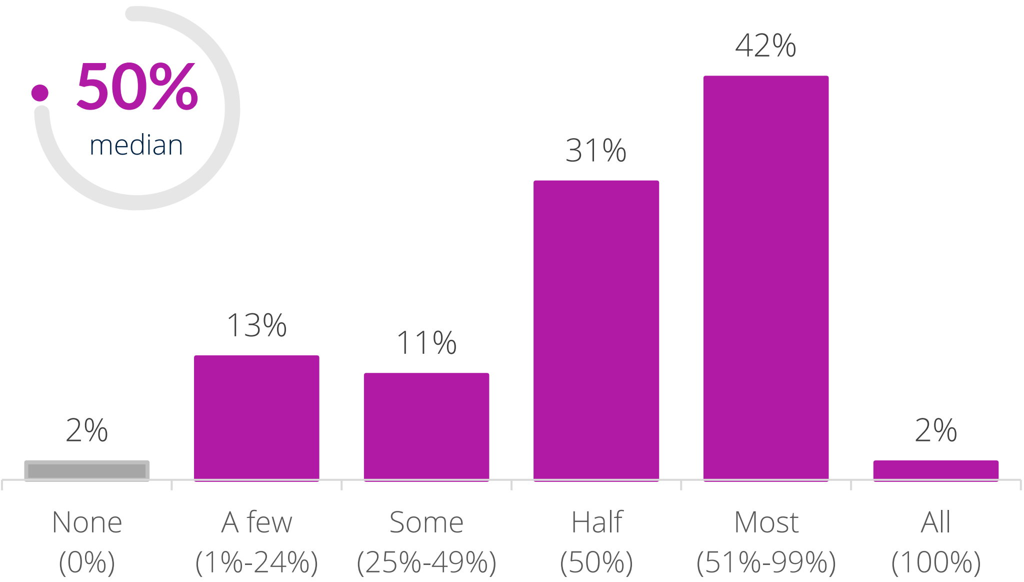


Question: What is your preferred duration for a B2B webinar? (Select all that apply.)
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=62).

Attendance Follow-Through Is Mixed Post-Registration

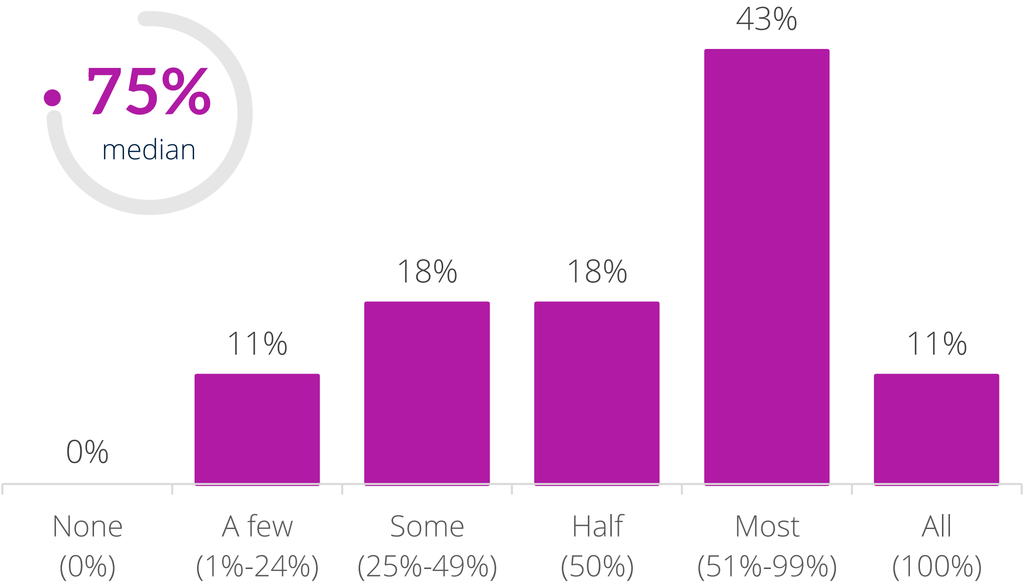
Despite flexible intentions, respondents report partial follow-through with live webinars, with an estimated median 50% attending in real time. Follow-through is much higher for on-demand webinars, with an estimated median 75% watching. Increasing the value of webinars to this audience will drive stronger 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=55).

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=56).

Section 6.

Why People Register for B2B Webinars

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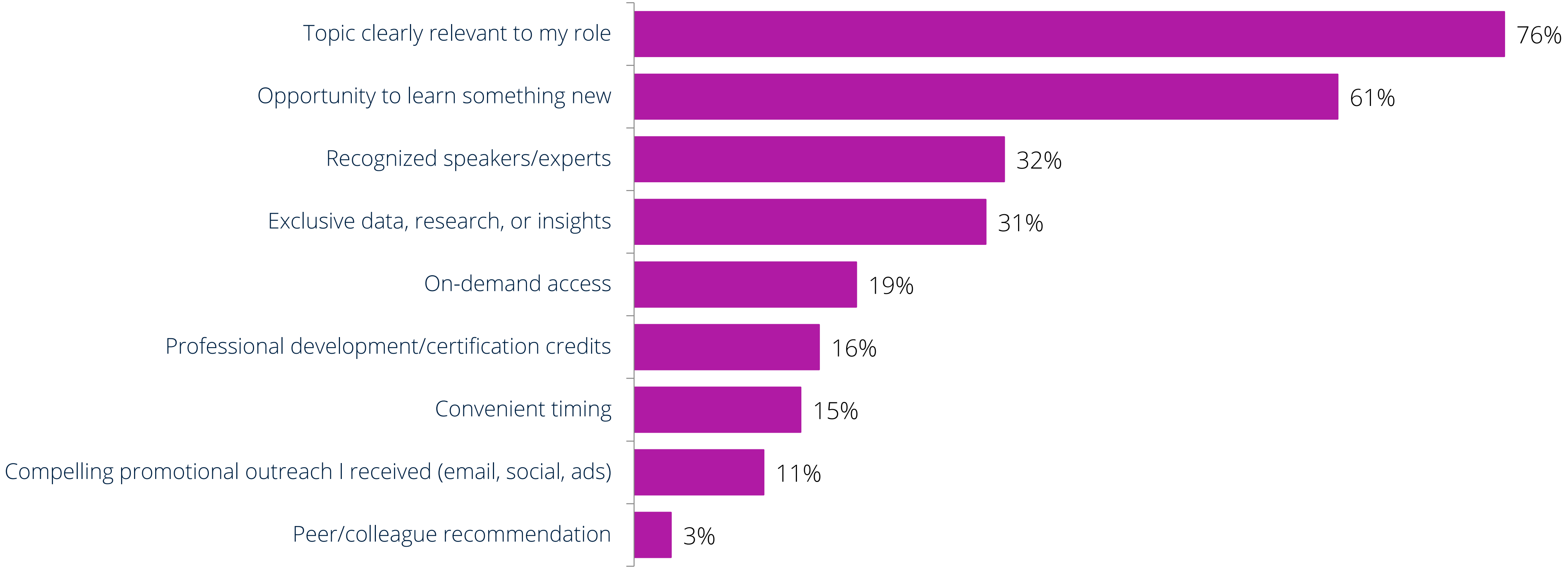
Learning Opportunities & Content Relevance Drive Registration

When asked to report the main reasons they registered for the last webinar they attended, two factors emerged as dominant: content relevant to their professional roles (76%), and the opportunity to learn something new (61%).

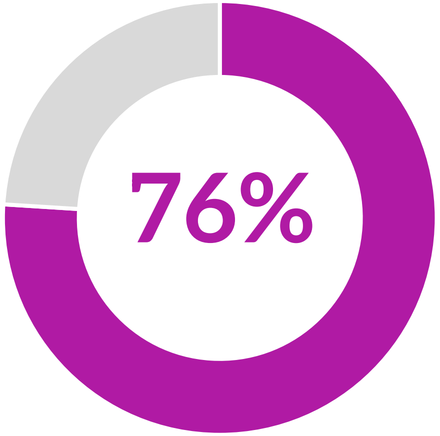


Question: What were the main reasons you registered for the last webinar you attended? (Select all that apply.)
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=62).

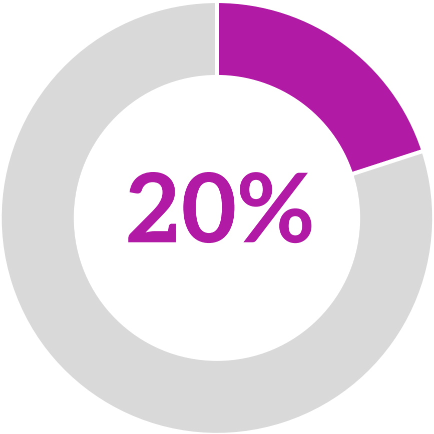
Many Registrants Value Access-Not Guaranteed Live Attendance

When registering for a live webinar, only 20% plan to attend live. Most (76%) 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.

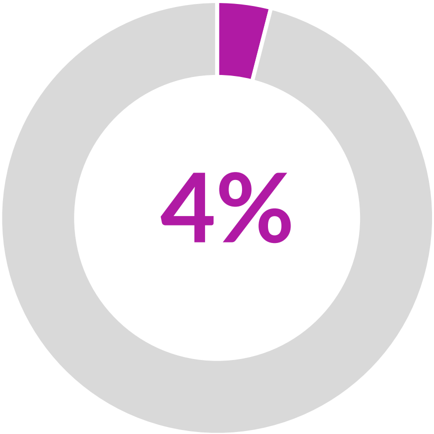
Hope to Attend, but Competing Priorities May Take Precedence



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=55).

Section 7.

Webinar Content & Format Preferences

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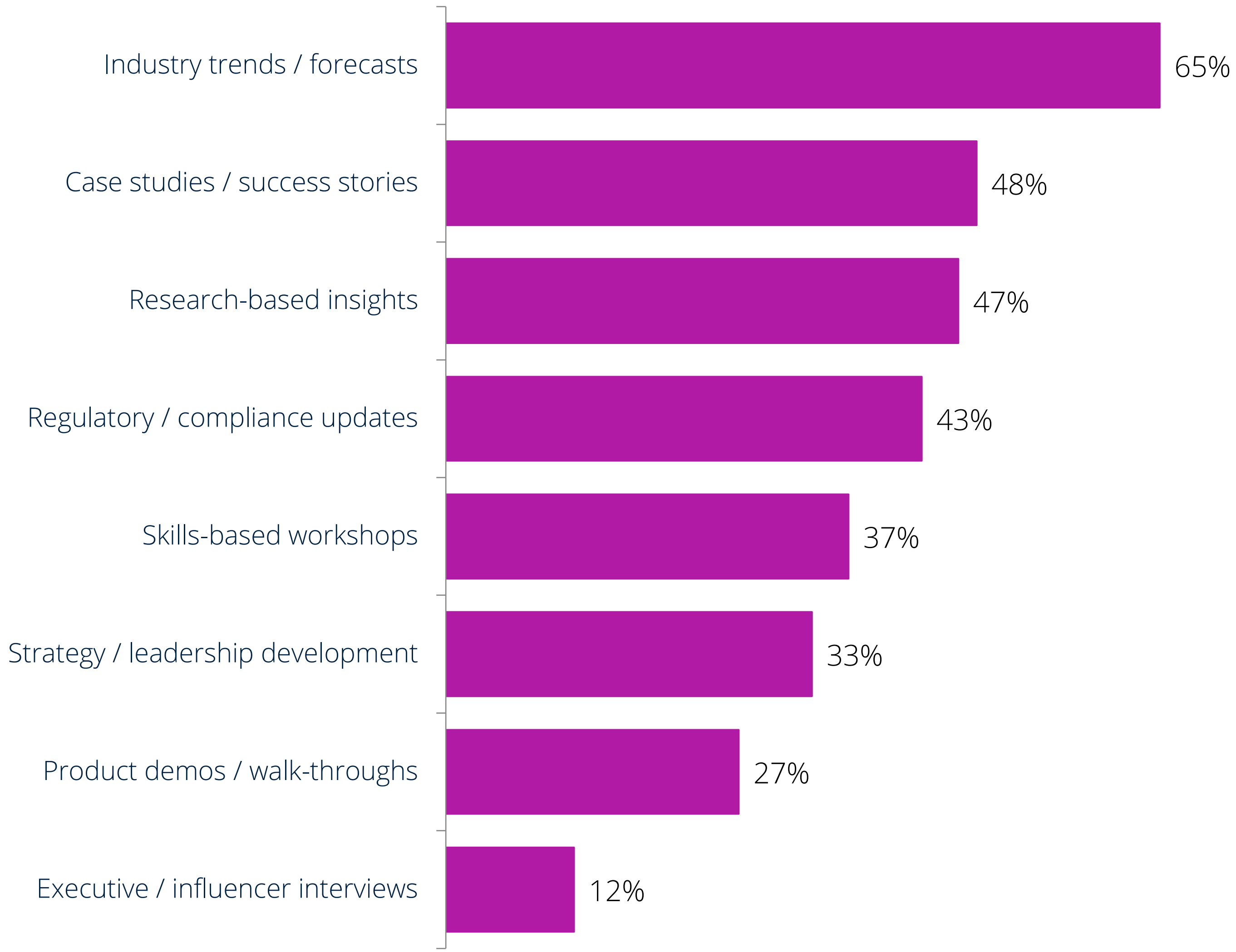
Insight-Driven Webinar Content is Most Engaging Overall

The CAMS audience considers industry trends / forecasts the most engaging types of webinar content (65%), followed by:

- Case studies / success stories
- Research-based insights
- Regulatory / compliance updates.

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

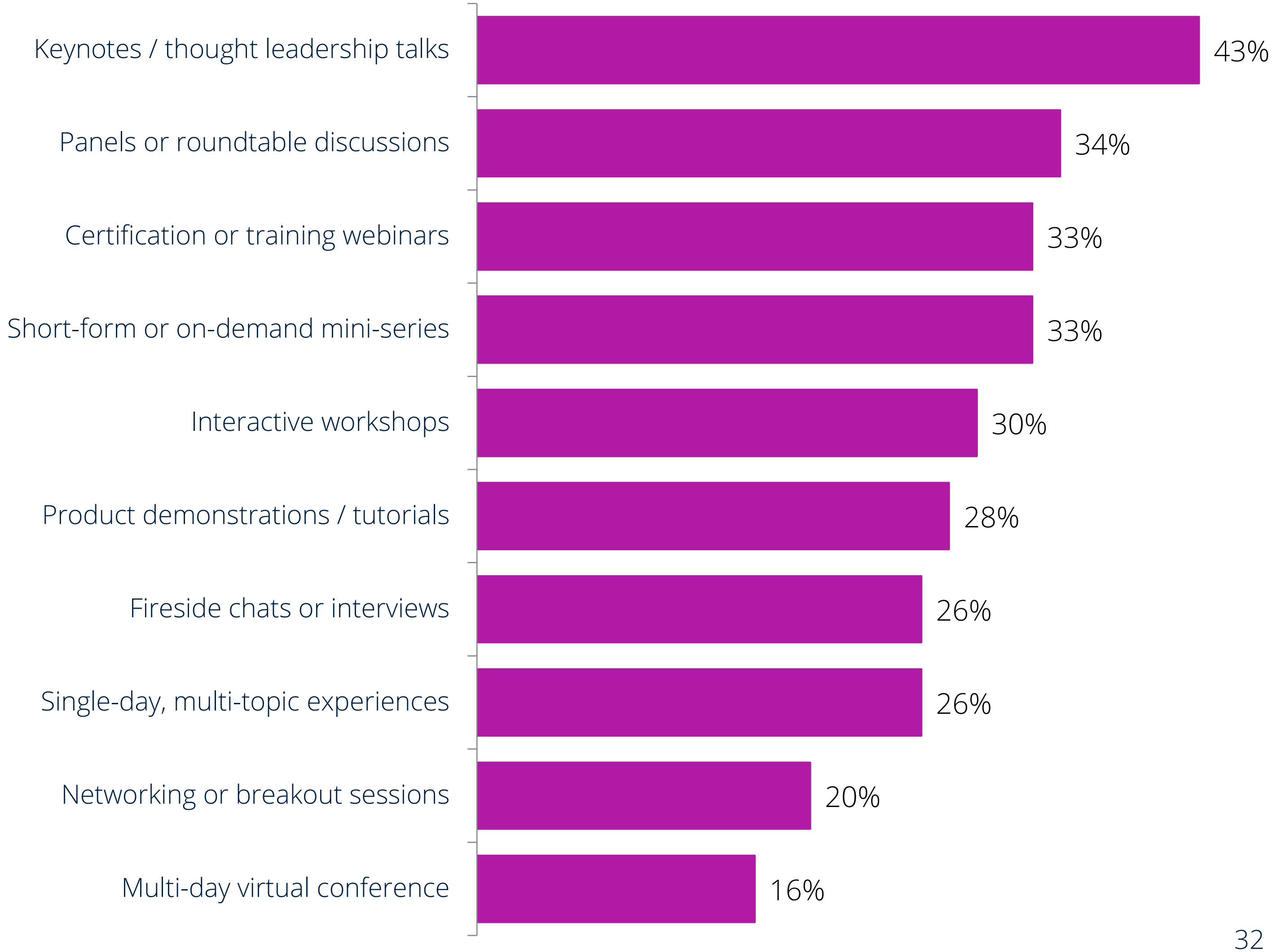


Question: What type(s) of webinar content do you find most engaging? (Select all that apply.)
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=60).

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
- Panels or roundtable discussions
- Certification or training webinars
- Short-form or on-demand mini-series



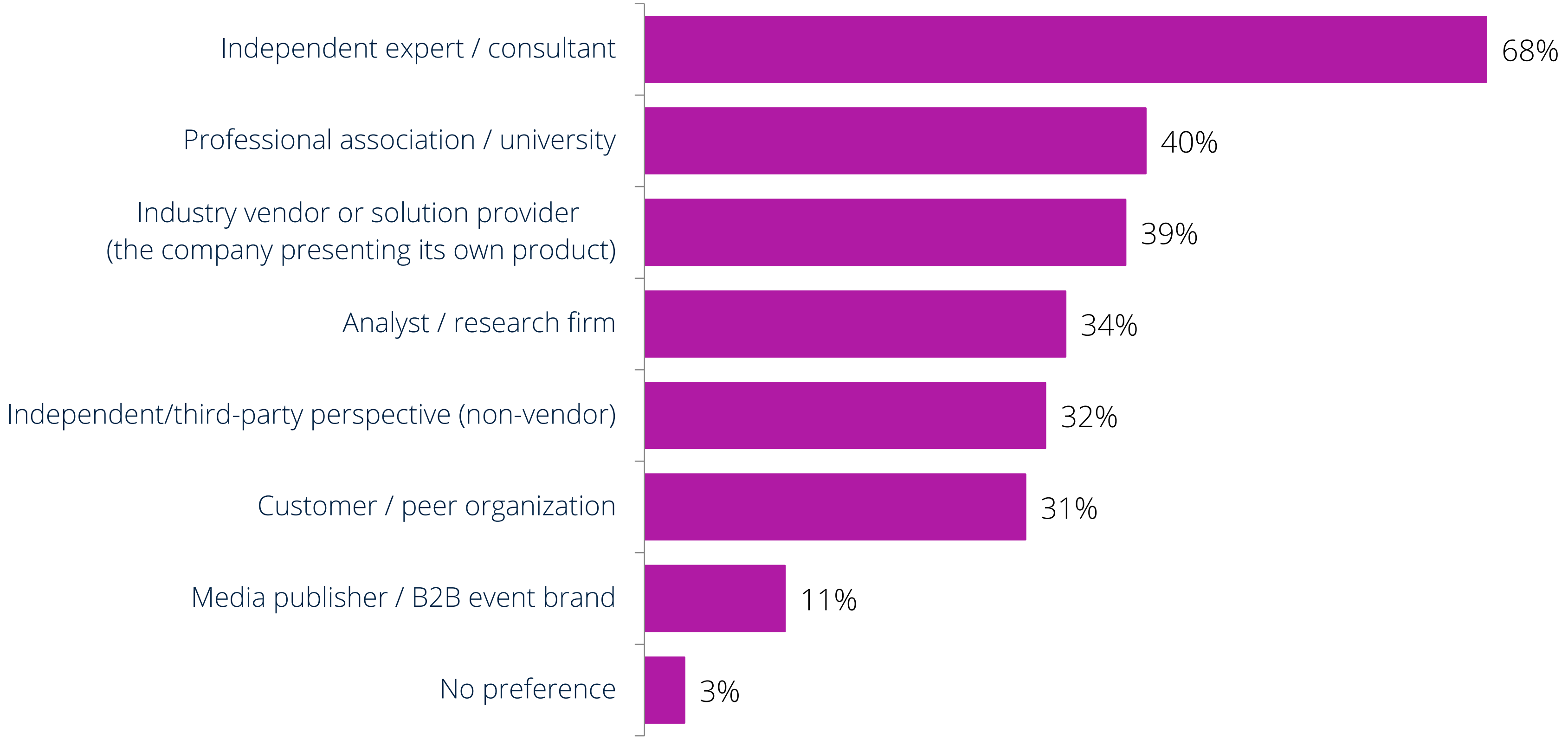
Question: What type(s) of webinar formats do you prefer? (Select all that apply.)
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=61).

Independent Experts are Preferred Webinar Hosts

Independent experts are by far the most preferred webinar hosts (68%), followed by professional associations / universities (40%) and industry vendors or solution providers (39%).

68%

prefer independent expert / consultant



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=62).

Section 8.

How Webinar Engagement is Won & Lost

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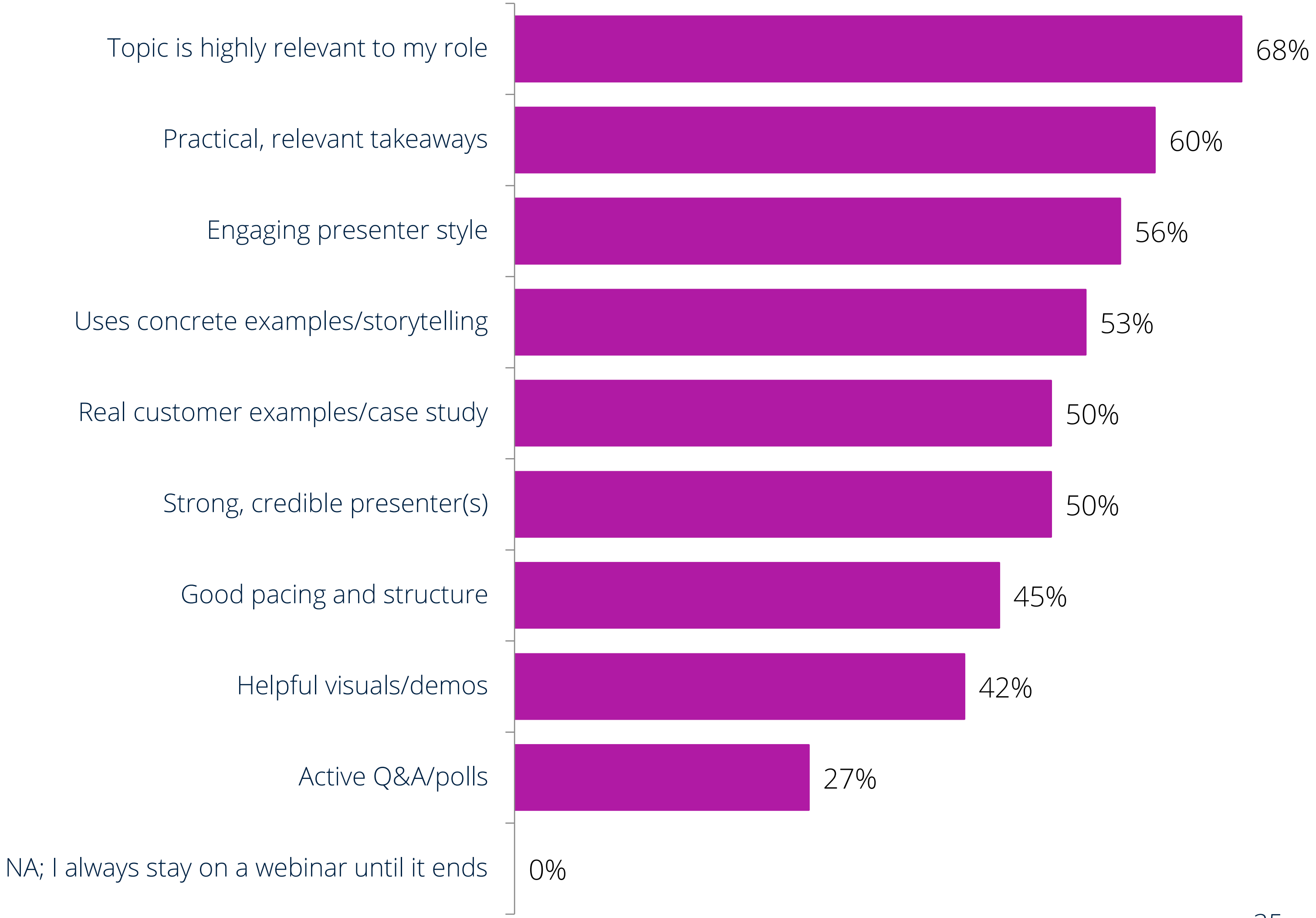
How Webinars Keep Audiences Engaged

Relevance is the make-or-break factor for webinar retention: 68% will stay through a webinar's end when the topic clearly speaks to their role.

Practical takeaways, strong engaging presenters, and the use of concrete examples / storytelling also help sustain attention.

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



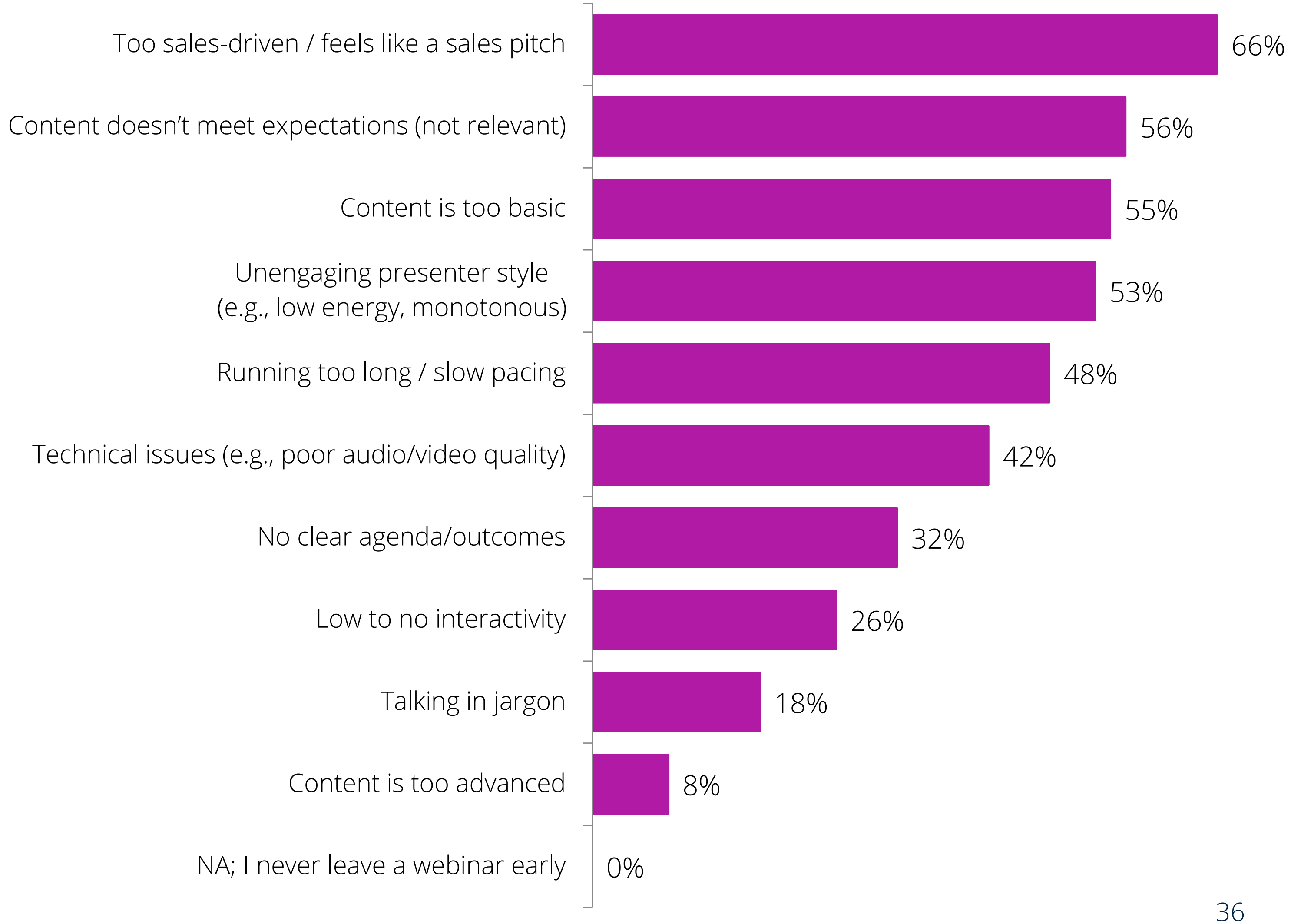
Question: What factors are most likely to keep you on through the end of a webinar? (Select all that apply.)
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=62)

How Webinars Lose Audiences to Drop-Off

Audiences are most likely to sour on webinars when:

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

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=62)

Section 9.

How Webinars Must Evolve in 2026

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How the CAMS Audience Wants Webinars to Improve

1. Clear Agenda, Scope, and Relevance Before Registration

- Publish a clear agenda with defined topics and timing
- Ensure promotional descriptions match the actual content
- Clearly state who the webinar is for (function, role, seniority)
- Avoid overly broad or generic framing
- Highlight practical outcomes and takeaways in invitations

2. Focused, Concise, and Time-Disciplined Sessions

- Keep sessions under 60 minutes
- Reduce speaker introductions and non-essential content
- Limit slide count and avoid text-heavy decks
- Maintain tight moderation to prevent time overruns
- Consider mini-series for complex topics instead of single long sessions

3. Practical, Real-World Content with Case Studies

- Incorporate real case studies and industry examples
- Highlight lessons learned and practical implications
- Share stories from peers who have built or implemented solutions
- Include benchmarking data and industry trends where possible
- Focus on actionable insights over conceptual discussion

4. Credible Speakers and Strong, Active Moderation

- Select speakers for expertise and relevance, not promotion
- Use skilled moderators to guide discussion and manage Q&A
- Ensure equal time for panelists; avoid dominant voices
- Encourage balanced discussion of trade-offs and alternatives
- Reduce sales-oriented speaker participation

5. Meaningful Interaction and Q&A

- Allocate sufficient time for live Q&A
- Allow attendees to submit questions in advance
- Use moderation to keep questions relevant and focused
- Enable chat or interactive features where appropriate
- Avoid excessive polling that disrupts content flow

6. Sales-Free, Content-First Approach

- Minimize or eliminate sales pitches
- Avoid excessive company or product background slides
- Focus sponsored content on real use cases and insights
- Clearly separate educational content from any commercial messaging
- Prioritize value over lead generation tactics

7. On-Demand Access and Post-Webinar Resources

- Provide recordings for all webinars
- Share slides, videos, and other materials after the event
- Make post-webinar links and attachments easy to find
- Consider follow-up engagement or peer connection opportunities
- Clearly communicate on-demand availability in promotions

8. Engagement, Presentation Quality, and Storytelling

- Coach speakers on delivery and audience engagement
- Encourage storytelling over slide reading
- Use visuals selectively to support key points
- Avoid overly technical or simplistic content mismatches
- Ensure sessions feel dynamic, not monotonous

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

Webinars Topics the CAMS Audience Wants in 2026

1. AI in Life Sciences: Practical Use, Real ROI, Less Hype AI appears across nearly every brand response, but with clear fatigue around overhyping. Audiences want where AI is actually delivering value today, especially in trials, regulatory, patient support, and commercial functions.

2. Market Access, Pricing & Affordability Under Policy Pressure Pricing, contracting, PBMs, and access surfaced repeatedly, reflecting intense pressure on affordability, transparency, and payer strategy.

3. Regulatory Change, Compliance & Submission Modernization Regulatory topics cut across all CAMS brands, with strong interest in FDA updates, eCTD evolution, enforcement trends, and regulatory uncertainty. They want clear guidance on what's changing, and how to stay compliant.

4. Clinical Research Evolution & Trial Execution Clinical Trials audiences want execution improvements, not abstract methodology, especially as technology, policy, and patient expectations evolve.

5. Finance, Macroeconomics & Transaction Readiness Finance leaders are focused on tax updates, valuations, fundraising, and macroeconomic pressure, especially as regulatory and reimbursement uncertainty affects capital flows.

6. Global Policy, Trade & Geopolitical Forces Respondents repeatedly referenced U.S. policy shifts, trade relations, tariffs, and international regulatory divergence, signaling demand for macro-level translation into operational decisions.

7. MedTech Innovation, Value & Adoption MedTech respondents emphasized pricing, value-based models, new materials, and adoption pathways, especially in surgical and device-driven care.

8. Patient, Provider & Pharmacy Perspectives Several responses emphasized patient journeys, clinician decision-making, pharmacy trends, and employer perspectives, underscoring the need for human-centered insight.

Thank you

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