

What the Life Sciences Connect Audience Wants from Webinars in 2026

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

ONLINE SURVEY | 2026



 Life Sciences

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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, 294 were submitted by Life Sciences Connect brand users. The following analyses are based on those 294 respondents.

4**Informa Divisions****20****Market Verticals****51****Unique Brands****123****Countries**



The Opportunity for Life Sciences Connect in 2026

Life Sciences Connect brands are uniquely positioned to lead the next generation of webinars by addressing the shared expectations of attendees and non-attendees, while removing the friction points that keep potential audiences away.

By elevating quality, tightening execution, and reinforcing credibility, we can deepen attendee satisfaction, expand audience reach, and drive incremental revenue.

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 (88%) 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, articles/features, and industry reports/whitepapers.



Webinars are Preferred Over Podcasts Across All Generations

Overall, 70% 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 Relevance & the Opportunity to Learn

The top two drivers for webinar registration are clear relevance between the topic and respondent role (65%) and the opportunity to learn something new (63%).



Relevant Content is The Single Most Impactful Engagement Driver

74% 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 (59%) 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

63%



Research-Based
Insights

53%



Case Studies &
Success Stories

52%



Delivered by Industry
Experts / Consultants

89%

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 43 minutes. Lack of time is a primary barrier to webinar attendance, and this audience expressed interest in 20-30 and 30-45 minute webinars.



On-Demand Access is Critical, Even for Live Webinars

Stretched professionals need flexibility. Most of those registering for live webinars (70%) 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 only 1% of attendees saying they always stay on through a webinar's end, 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. Maintain strong pacing, structure and clear outcomes
5. Support content with concrete examples

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. Soldier on with an unengaging presenter
4. Let sessions drag or feel unfocused
5. Rely on polish to compensate for weak content

Conversion Strategy for Webinar Non-Attendees

Nearly 90% of non-attendees remain open to webinars — if friction, risk, and time demands are reduced.

1

Reduce the Biggest Obstacle

Scheduling conflicts are the primary deterrent to webinar attendance. Remove it by offering flexibility and on-demand access.

2

Design for Lower Commitment

Time is a key practical barrier. Make webinar attendance feel more manageable. Offer 30-minute sessions. Design modular agendas with clear outcomes.

3

Lead with Flexibility

Meet audiences where they are. Flexibility can convert those hesitant registrants into active participants. Position registration as access to content, not obligation.

4

Go Narrow to Gain Audience

Relevance lowers friction and increases perceived value. Prioritize targeted content over broad appeal/reach. Replace generic titles with clear “who this is for” framing

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 Avoid sales pitches at all costs; when unavoidable, education must precede promotion.
- 3 Offer webinars that are short (30 minutes), focused and disciplined.
- 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

Life sciences professionals want webinars that help them understand what's real, what's next, and what actually works — across science, regulation, manufacturing, and commercialization.

1

AI in Life Sciences (Practical, Applied & Evidence-Based)

2

Therapeutic Innovation & Clinical Progress

3

Bioprocessing, Manufacturing & CMC Excellence

4

Regulatory, Policy & Compliance (From People Who've Lived It)

5

Commercialization, Market Access & Patient Value

6

Partnerships, Investment & Company Building

7

Industry Trends, Technology & the Road Ahead

8

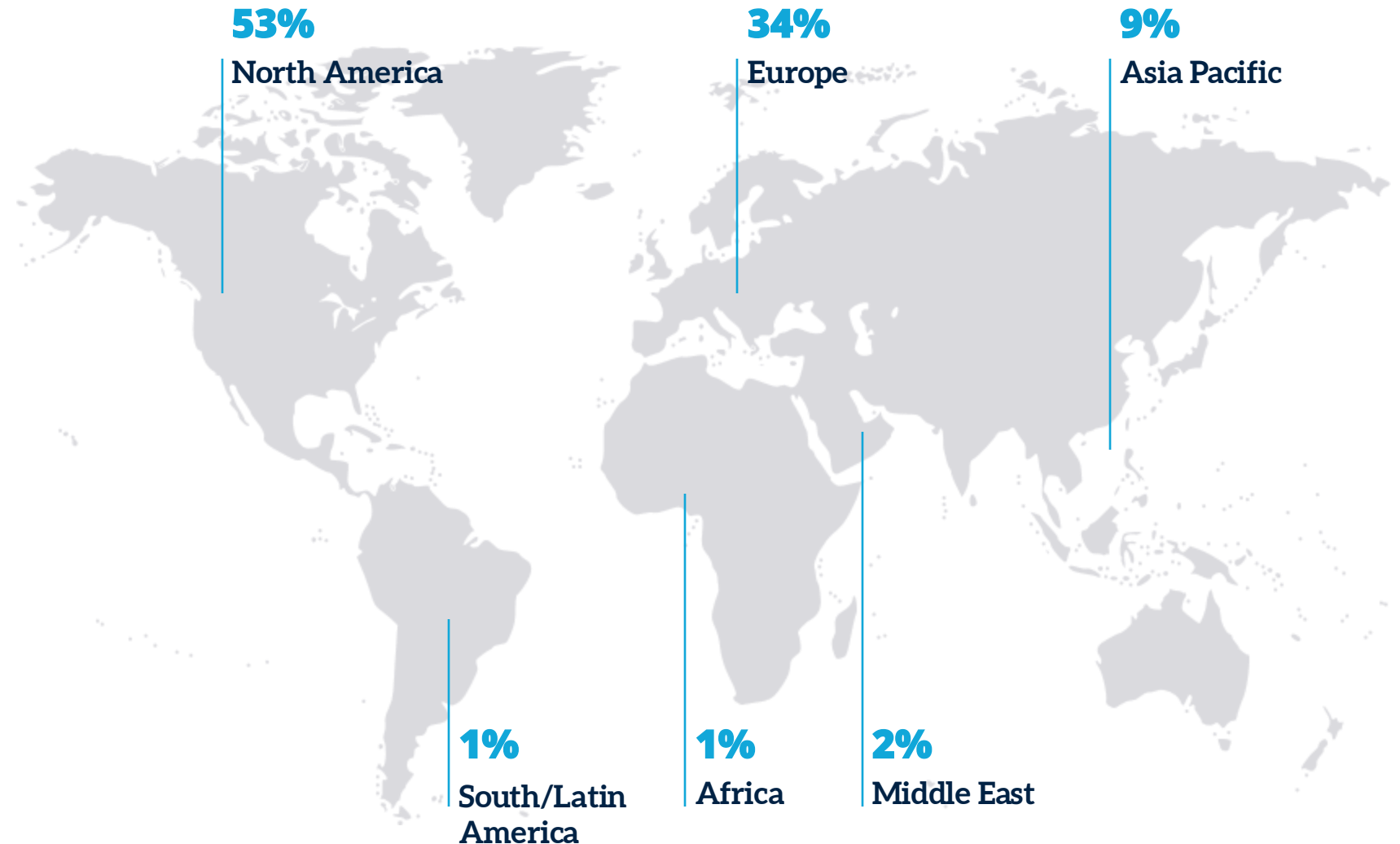
Leadership, Workforce & the Human Side of Life Sciences

Section 3. Respondent Profile



Survey Respondents Are North America Based

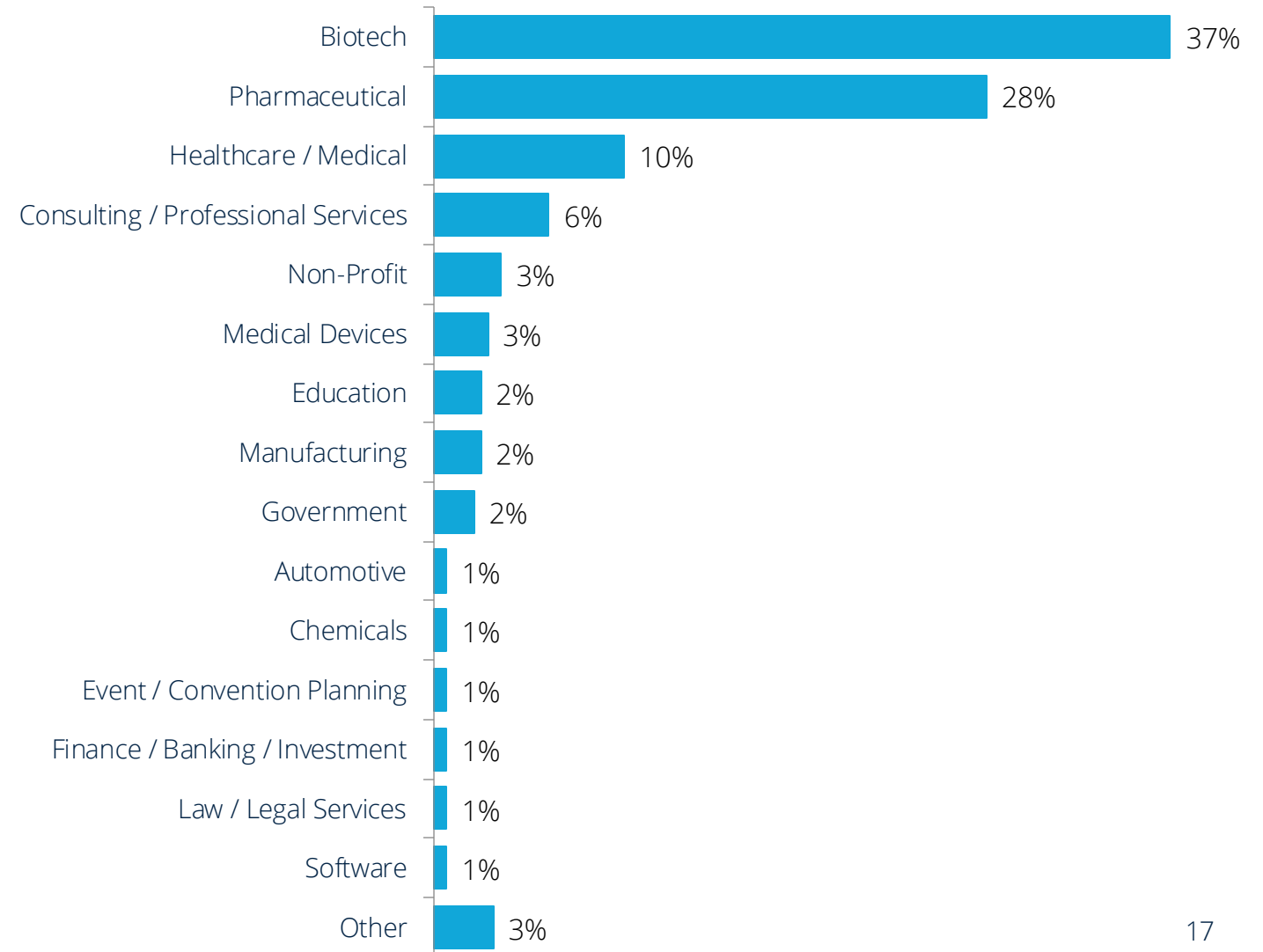
The sample is global, with the largest representation in North America (53%), followed by Europe (34%). In total, 34 countries are represented.



Question: In which country are you based?
Base: All respondents (n=294).

Sample Includes a Broad Life Sciences B2B Vertical Representation

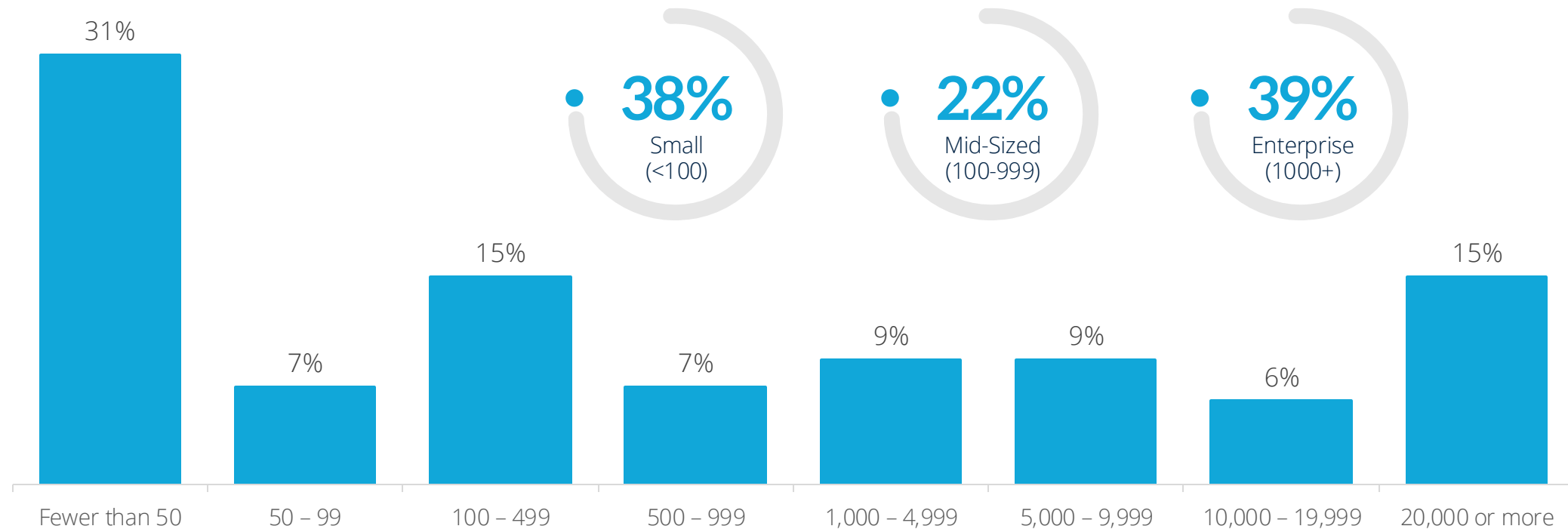
Multiple business types are represented in the sample, most commonly Biotech (37%) and Pharmaceutical (28%), followed by Healthcare / Medical (10%).



Question: Which of the following industries best reflects your company's primary business?
Base: All respondents (n=294).

Small, Mid-Sized & Enterprise Organization Representation

Organizations of all sizes are represented, including small businesses (38%), mid-sized companies (22%), and enterprise organizations (39%). This balance allows findings to reflect both growth-stage and large-scale business perspectives.

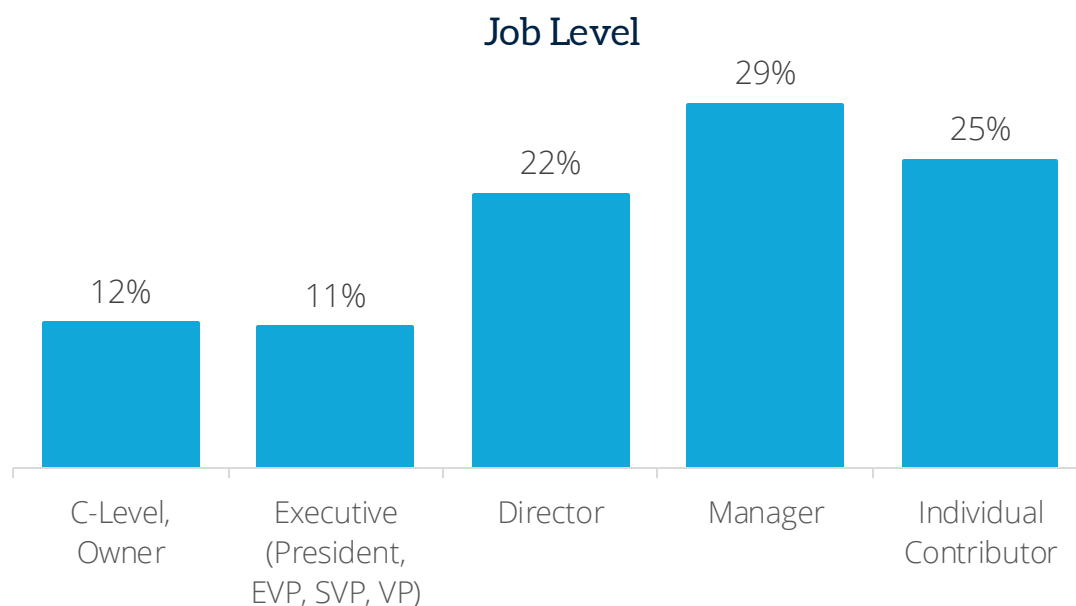


Question: How many people are employed by your company at all locations?
Base: All respondents (n=294).

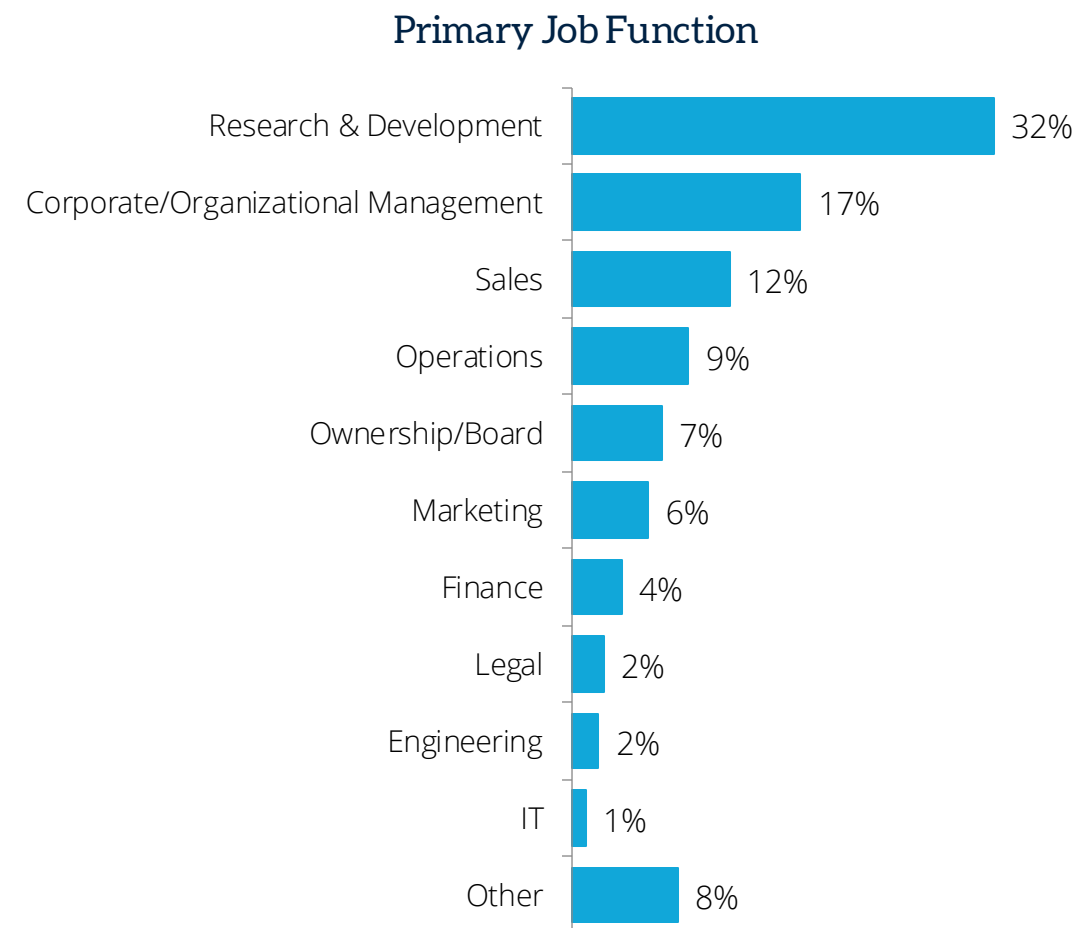
Professional Profile: Job Level & Primary Job Function

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 (75%) report some degree of managerial responsibility, including 23% at the Executive level or higher.



Question: Which of the following best matches your job level?
Base: All respondents (n=291).



Question: Which of the following best reflects your primary job function?
Base: All respondents (n=294).

Section 4.

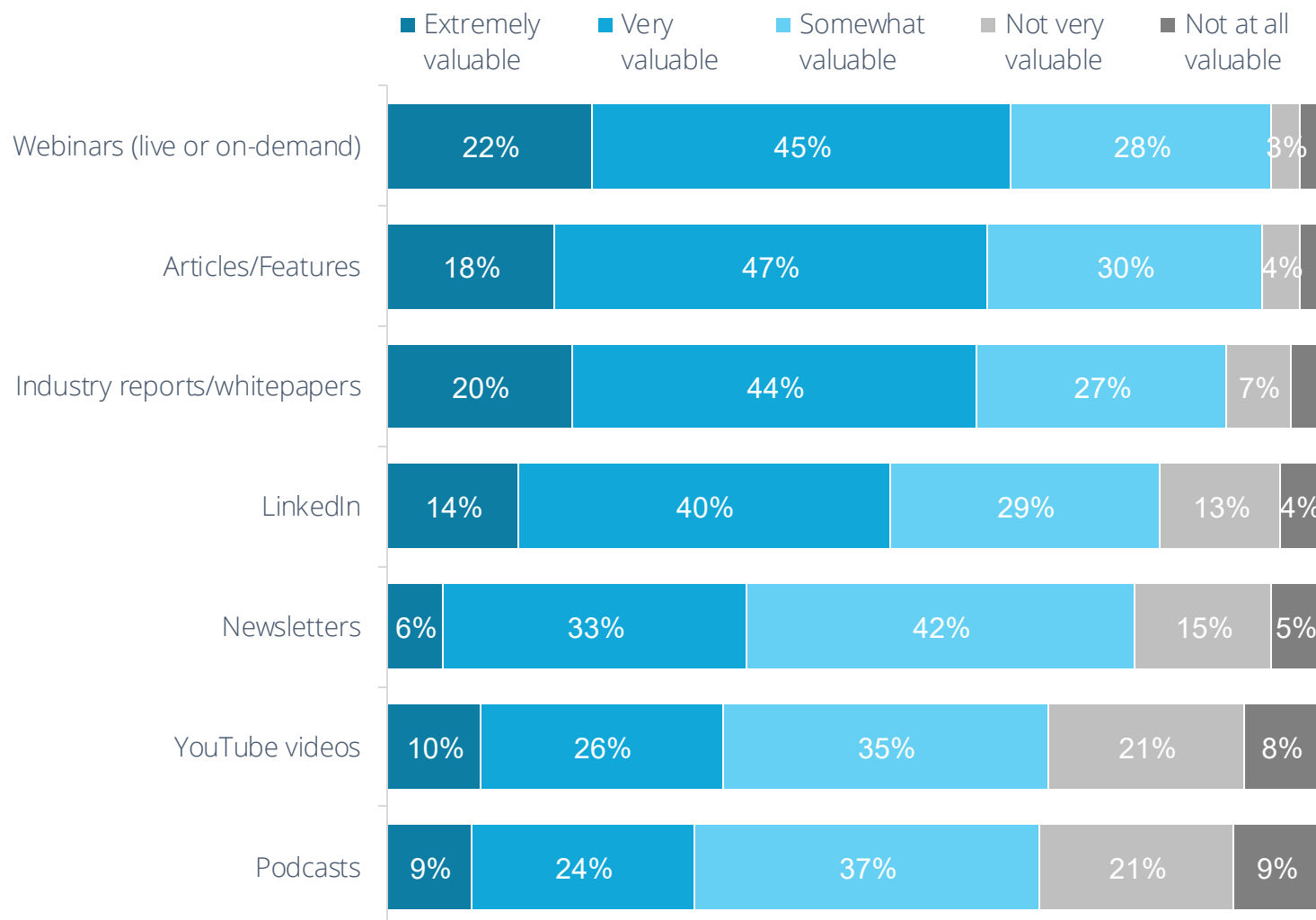
The Enduring Value of B2B Webinars



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.

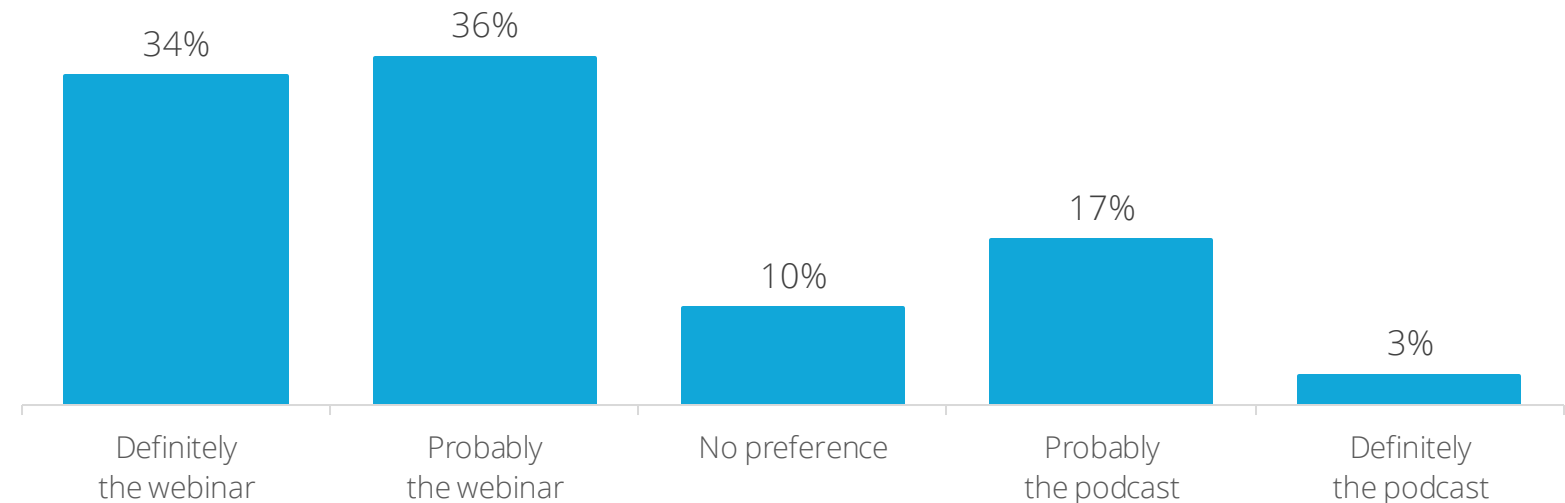
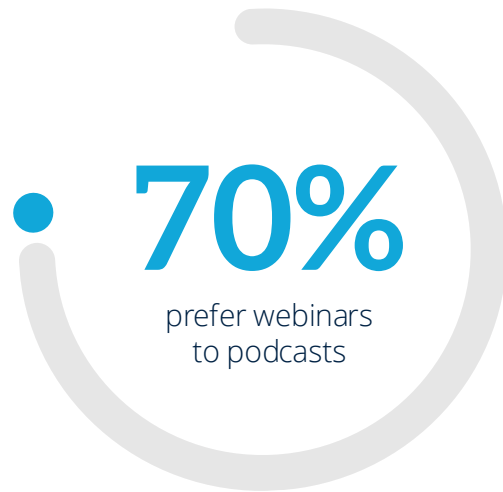
Life Sciences Connect respondents consider webinars the most valuable format for B2B professional and educational content (67% very or extremely valuable) followed very closely by and articles/features (65%), and industry reports/whitepapers (64%).



Question: How valuable do you find the following formats for accessing B2B professional / educational content?
Base: All respondents (n=289).

Most Prefer Webinars Over Podcasts for Identical Content

When content is held constant, webinars consistently emerged as the preferred format 70% of respondents. While this trend holds solidly for all ages, podcast preference is greatest among the youngest segment of respondents (those under 45), a trend to watch.



Generational Preferences

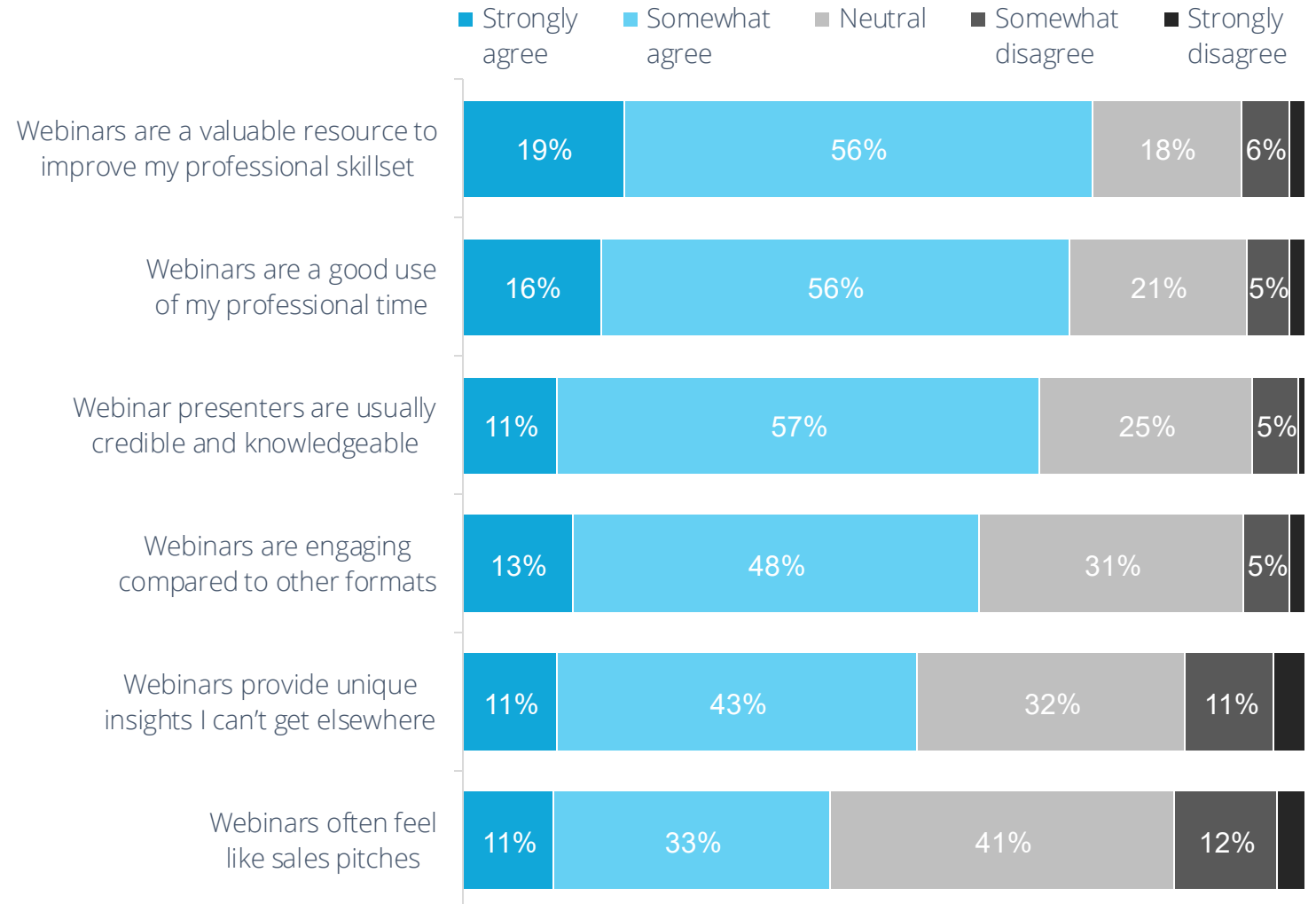
Respondent Age	Under 45	45 -54	55+
Prefer Webinar (NET)	68%	75%	73%
Prefer Podcast (NET)	24%	18%	15%

Question: If identical content (same topic, same presenter) were available in both webinar and podcast formats, which would you prefer?
Base: All respondents (n=291).

Webinars Are Trusted & Useful—But Not Always Distinct

Webinars are broadly viewed as a valuable resource (75% agree) and a good use of professional time (72%) with credible and knowledgeable presenters (68%).

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.

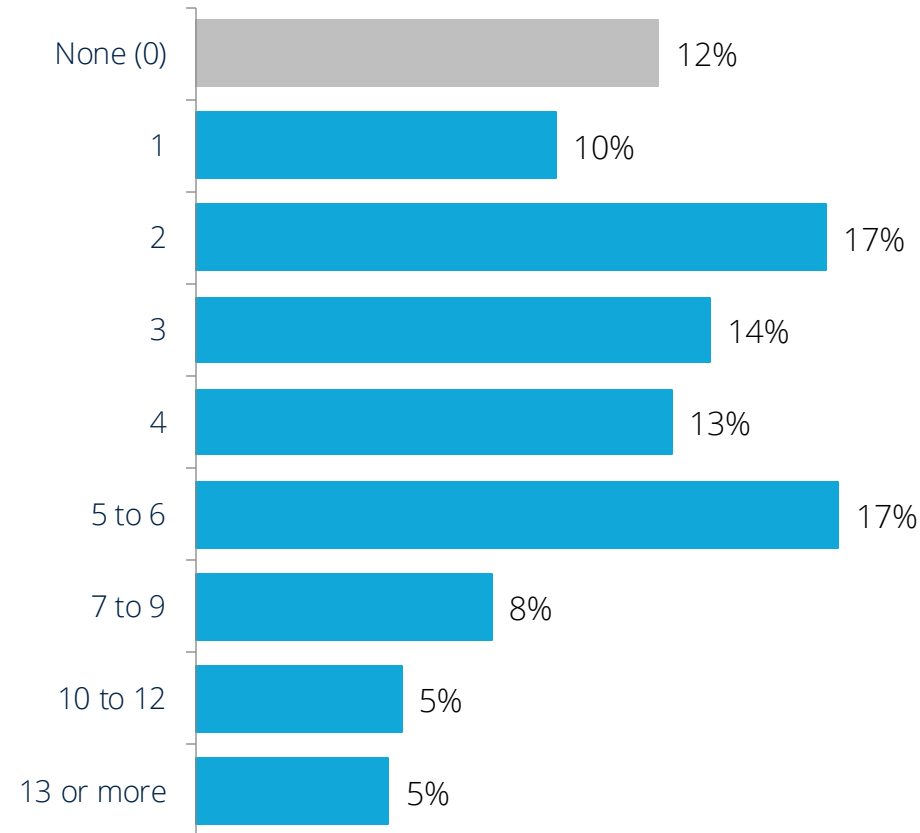


Question: To what extent do you agree/disagree with the following statements about B2B webinars?
Base: All respondents (n=277).

Webinar Participation is Inclusive & Frequent

The vast majority of respondents (88%) 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
Antibody + TIDES Audience	4	2
BPI Audience	4	3
CAMS Audience	5	4
Partnering Audience	5	4
C-Level, Owner	6	6
Executive, VP/SVP/EVP	4	4
Manager	5	3
Individual Contributor	3	2



Question: How many B2B webinars have you attended (live or on-demand) in the past 12 months?

Base: All respondents (n=294).

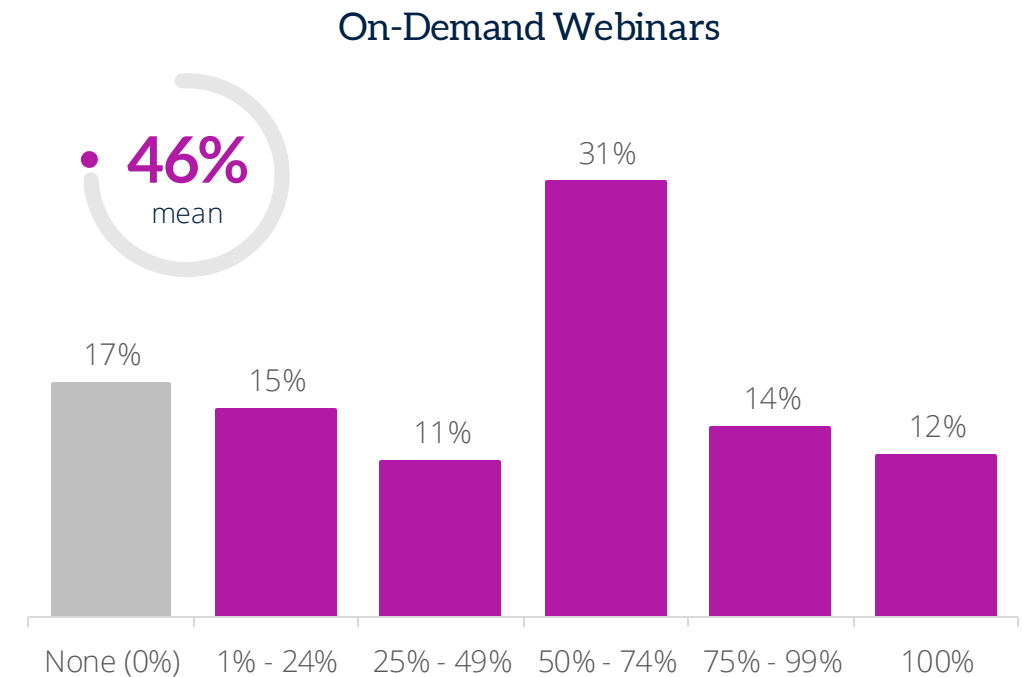
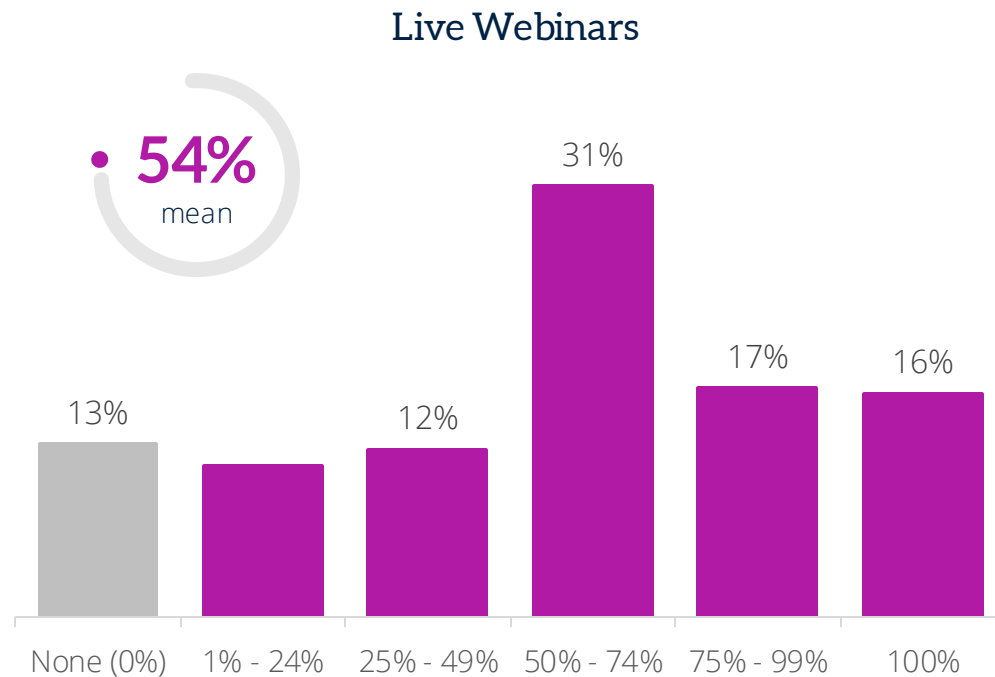
Section 5.

How Webinars Fit into Workflows



Audiences Prefer Live Over On-Demand Webinars

The vast majority of respondents (88%) attended at least one webinar in the past year and the typical respondent attended four. One in three (35%) attended five or more.



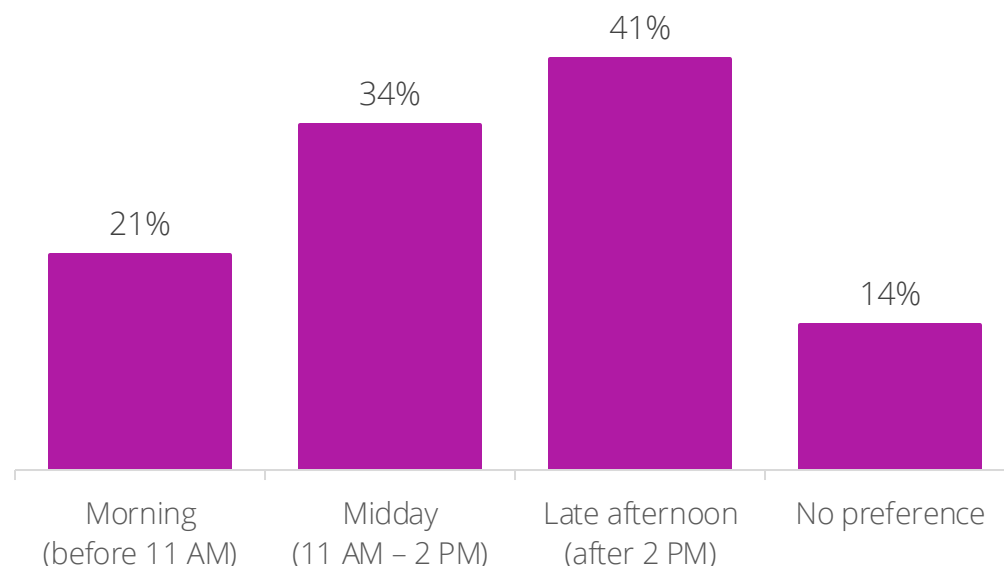
Question: Of all the webinars you attend, what percentage do you typically attend live vs. watch on-demand? (Please note your totals must sum to 100%)

Base: Respondents attending at least one webinar in the past year (n=247).

Shorter, Post Midday Webinars Fit Best into Busy Schedules

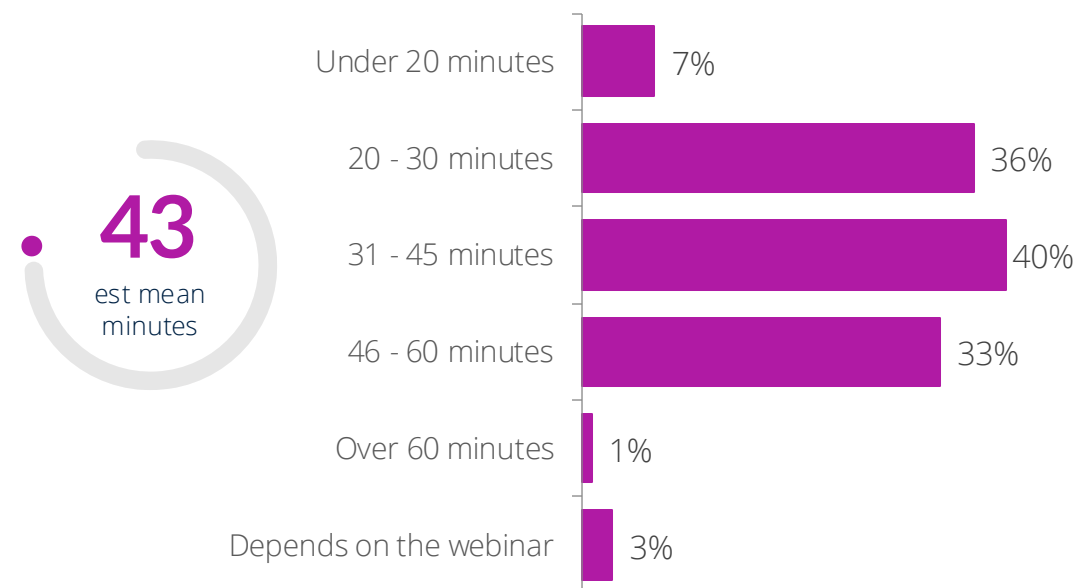
For attending live webinars, respondents demonstrated a preference for late afternoon (41%), followed by midday (34%). Respondents expressed interest in both short-form webinars (20-30 minutes), and longer-form webinars (31-45 minutes, 46-60 minutes).

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=216).

Preferred Durations for a B2B Webinar

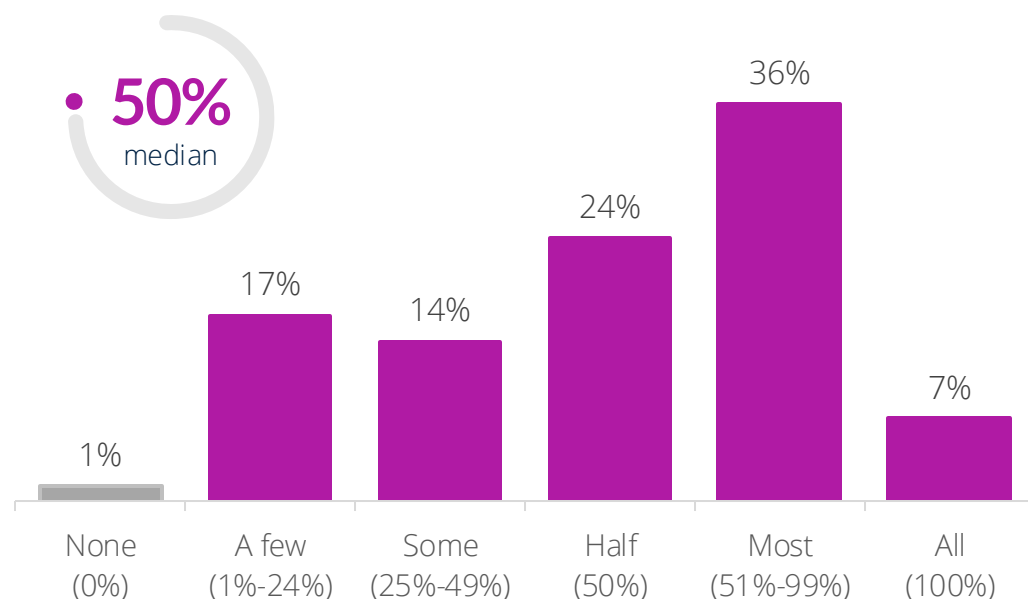


Question: What is your preferred duration for a B2B webinar? (Select all that apply.)
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=255).

Attendance Follow-Through Is Mixed Once Audiences Register

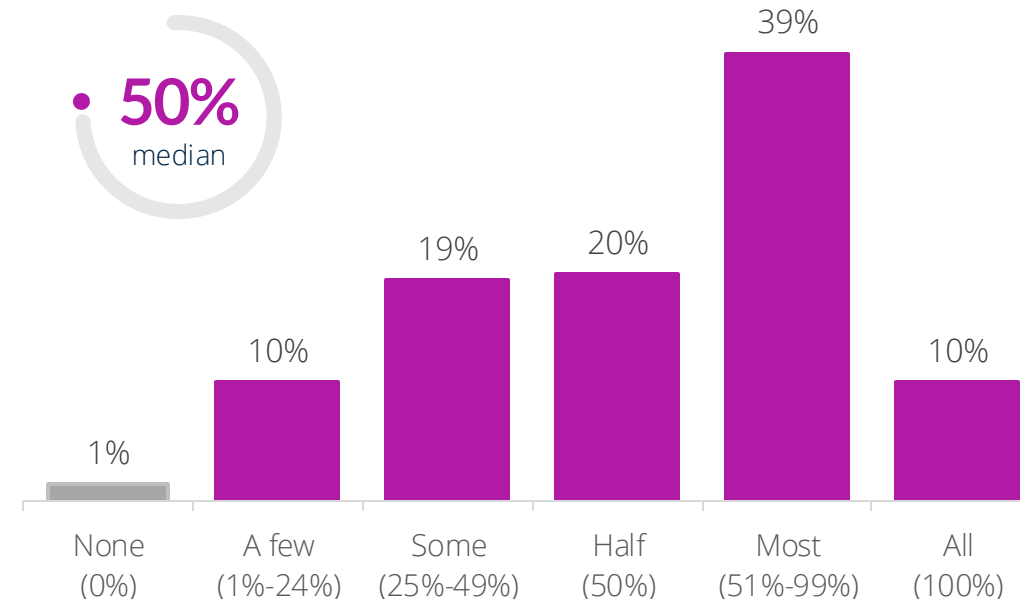
Despite flexible intentions, respondents report partial follow-through with both live and on-demand webinars, watching an estimated median 50% of both the live and on-demand webinars they register for. Increasing the value of webinars to this audience will drive stronger engagement.

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=214)

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=203)

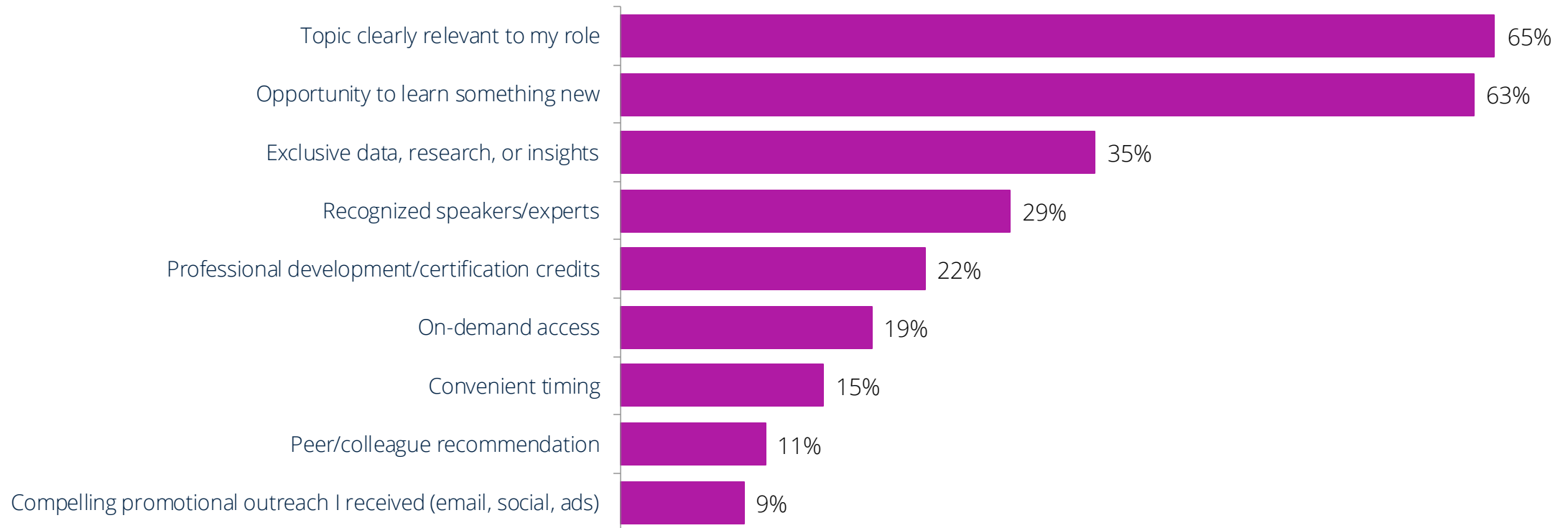
Section 6.

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: Topic clearly relevant to my role (65%) and the opportunity to learn something new (63%). A third were motivated by the promise of access to exclusive data, research or insights (35%).



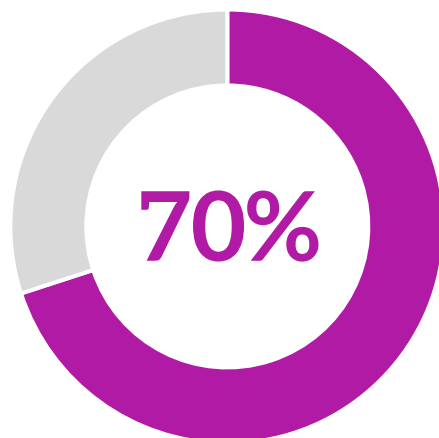
Question: What were the main reasons you registered for the last webinar you attended? (Select all that apply.)

Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=254).

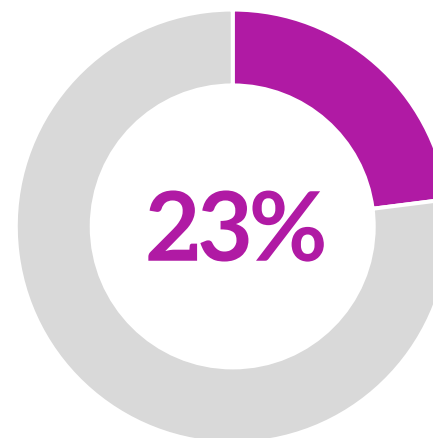
Many Registrants Value Access—Not Guaranteed Live Attendance

When registering for a live webinar, only 23% plan to attend live. Most (70%) 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.

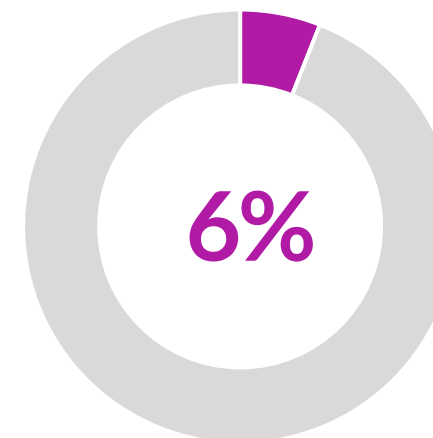
Hope to Attend, but Competing
Priorities May Take Precedence



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=214).

Section 7.

Webinar Content & Format Preferences

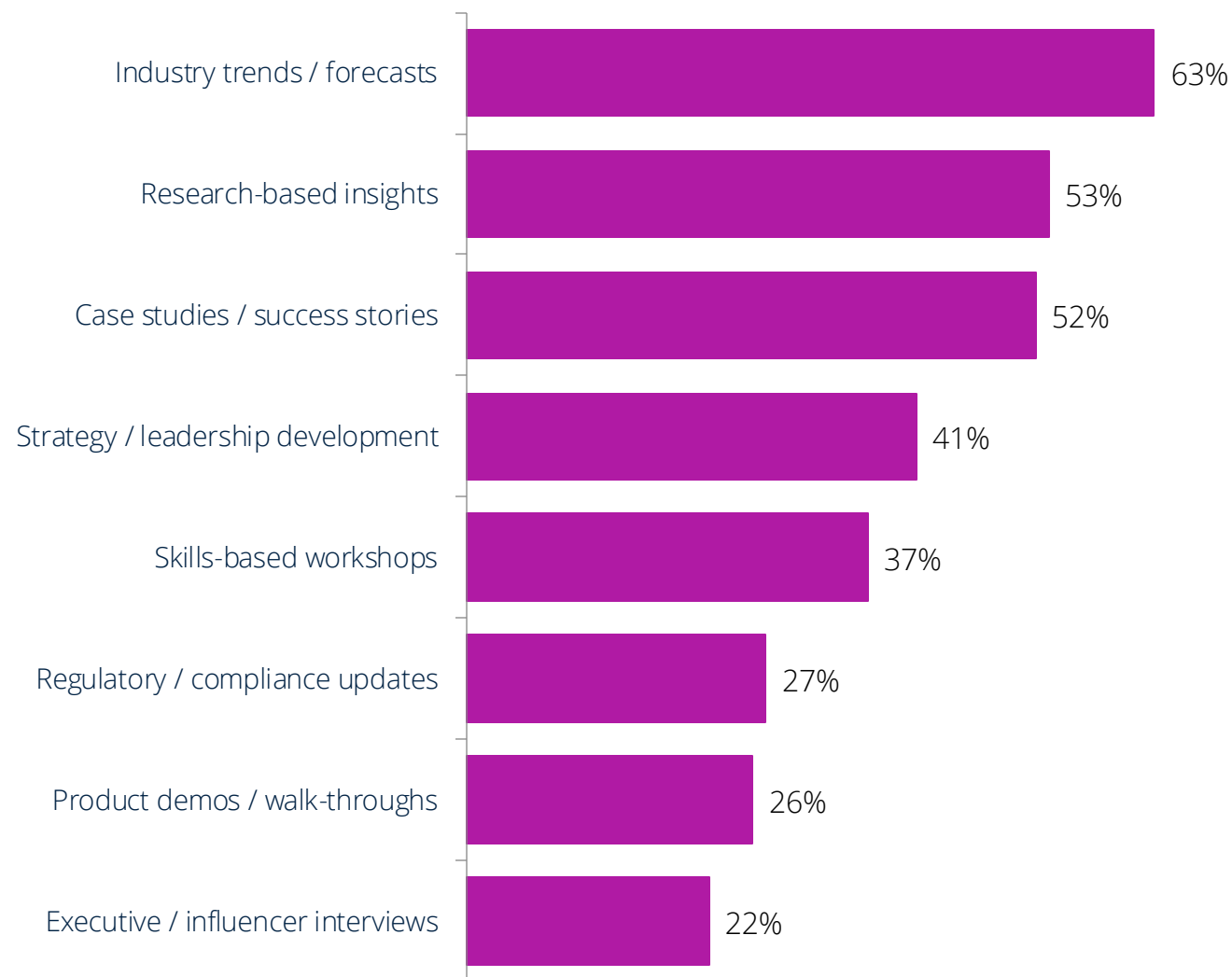


Insight-Driven Webinar Content Is Most Engaging Overall

The most engaging types of webinar content include:

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

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



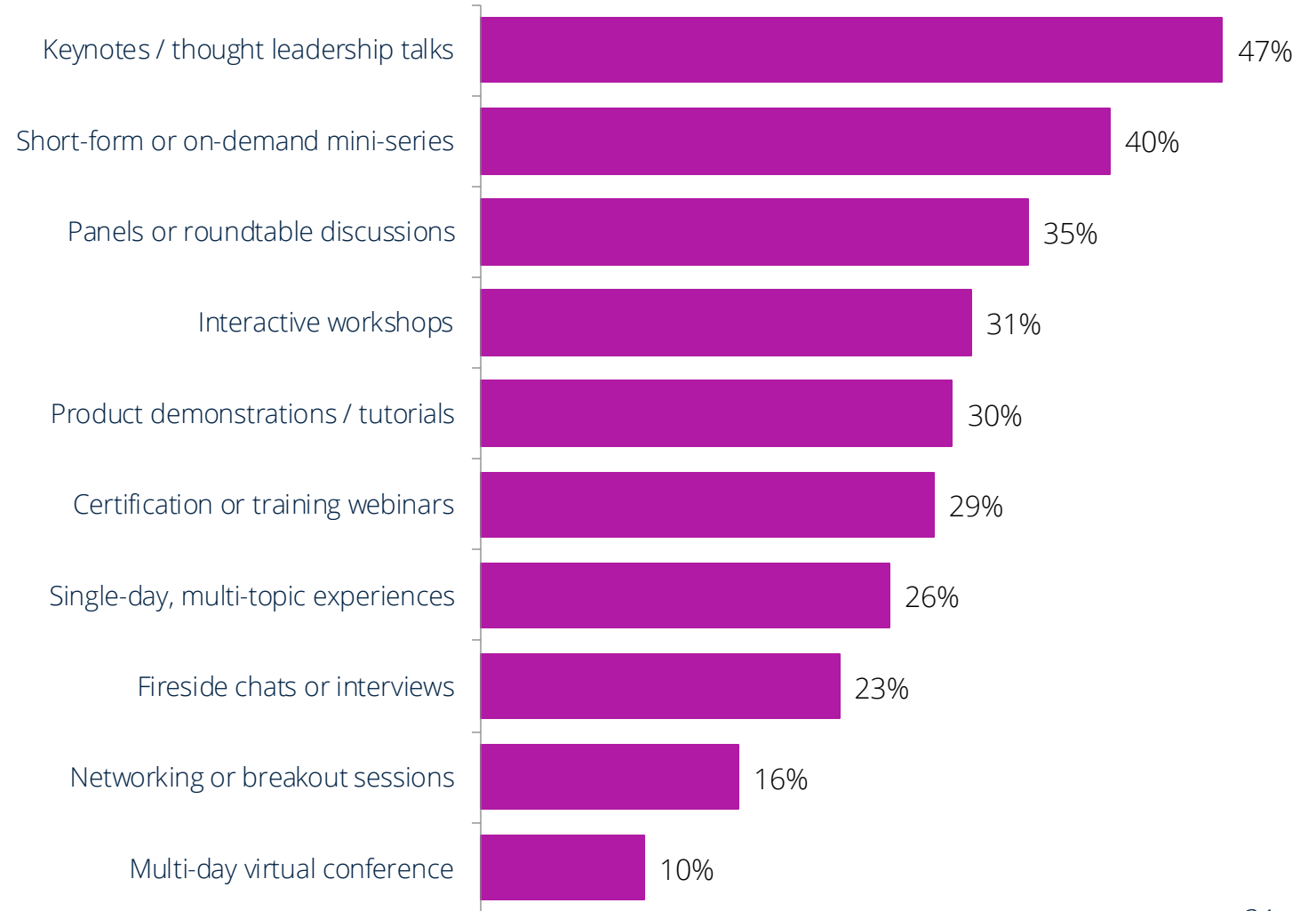
Question: What type(s) of webinar content do you find most engaging? (Select all that apply.)

Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=248).

Audiences Prefer a Mix of Thought Leadership & Practical Formats

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

- Keynotes / thought leadership talks
- Short-form or on-demand mini-series
- Panels or roundtable discussions



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=252).

Independent Experts are Preferred Webinar Hosts

Independent experts and consultants are the most preferred webinar hosts (59%), 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=247).

Section 8.

How Webinar Engagement is Won & Lost

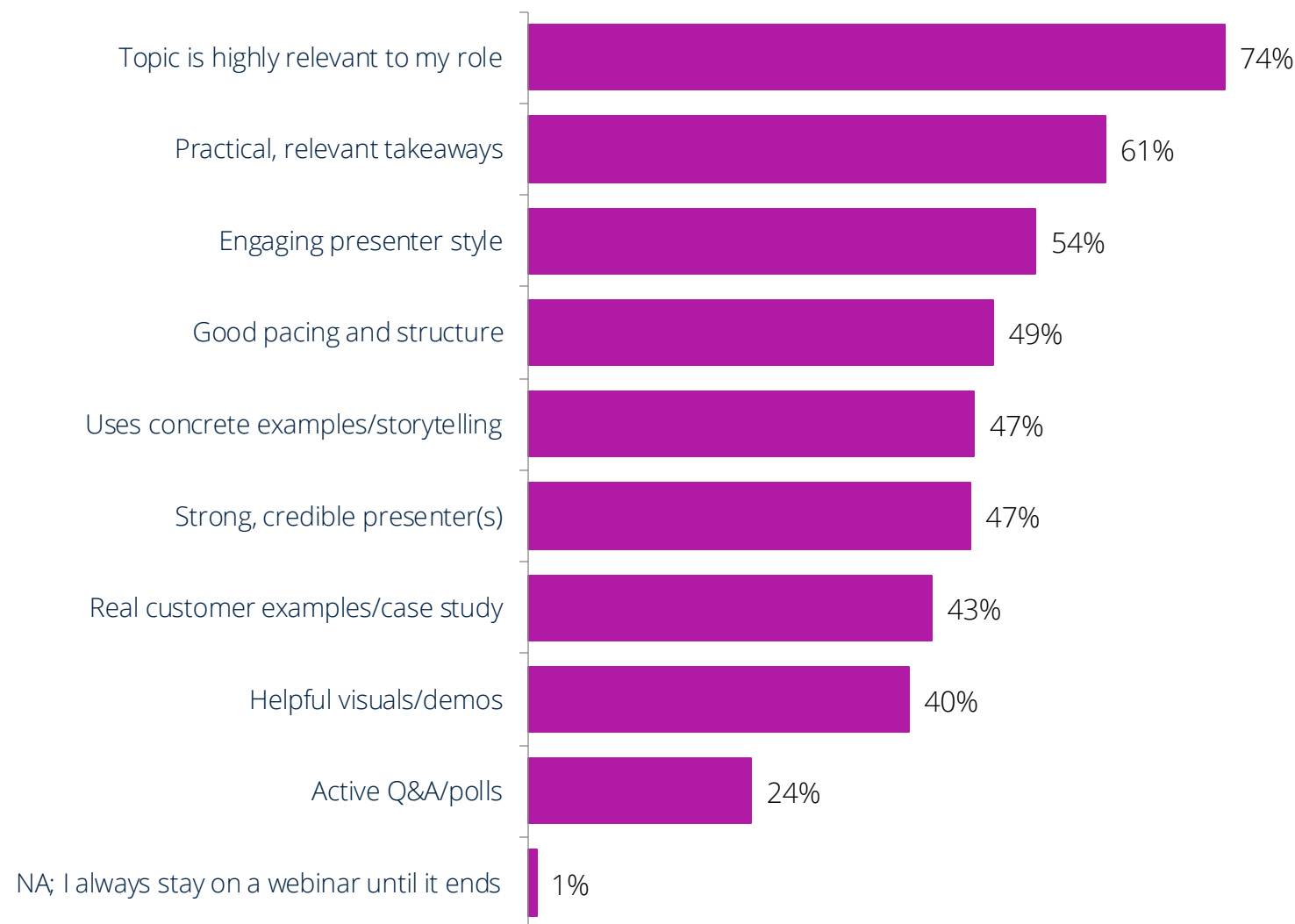


How Webinars Keep Audiences Engaged

Relevance is the make-or-break factor for webinar retention: 74% will stay on through the end of a webinar when the topic clearly speaks to their role.

Practical, relevant takeaways (61%) and an engaging presenter style (54%) also help sustain attention.

With only 1% of respondents saying they always stay through to the 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.)

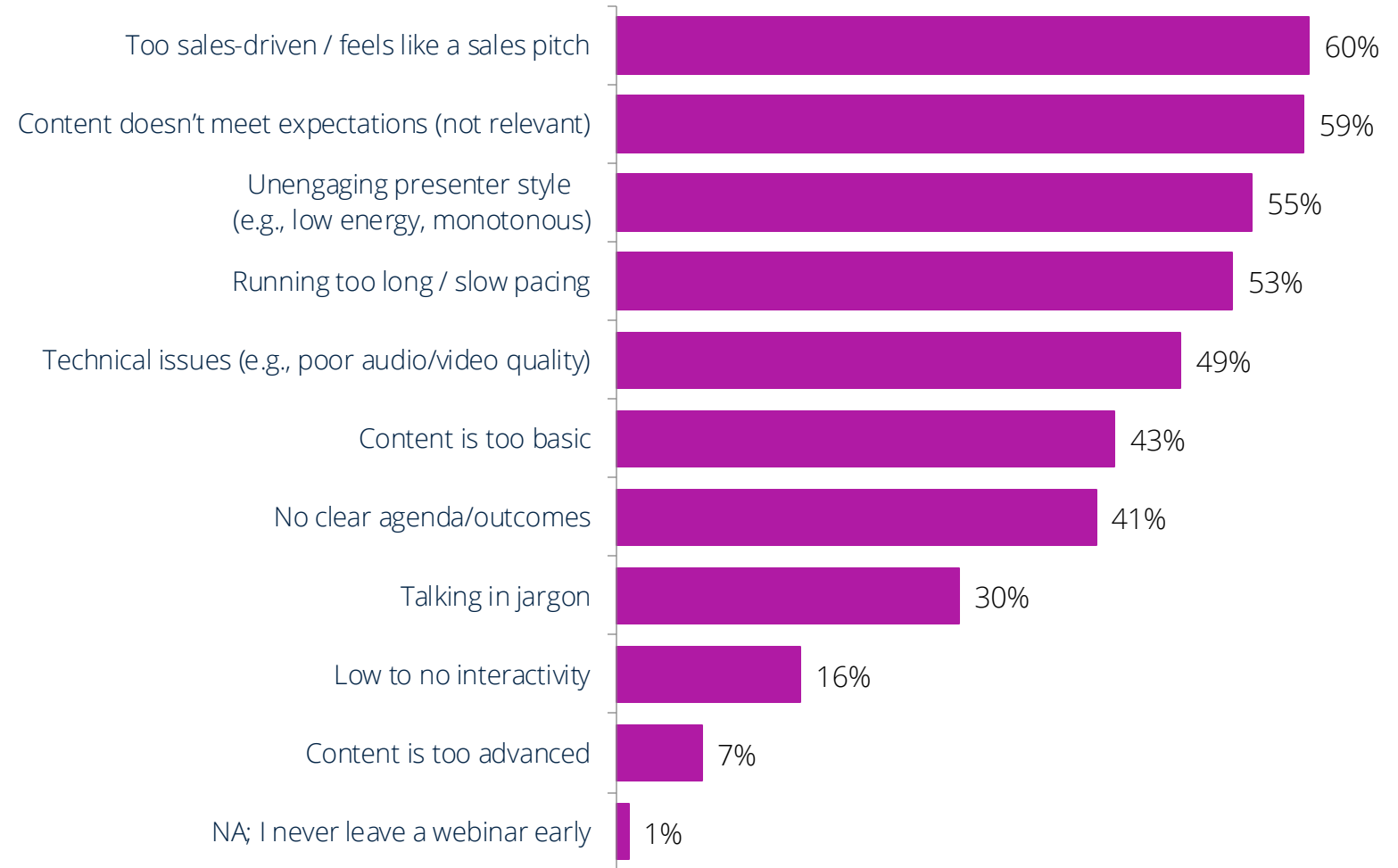
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=246).

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
- Presenter style is unengaging
- Sessions run too long / slow pacing

Given that nearly everyone is willing to leave 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.)

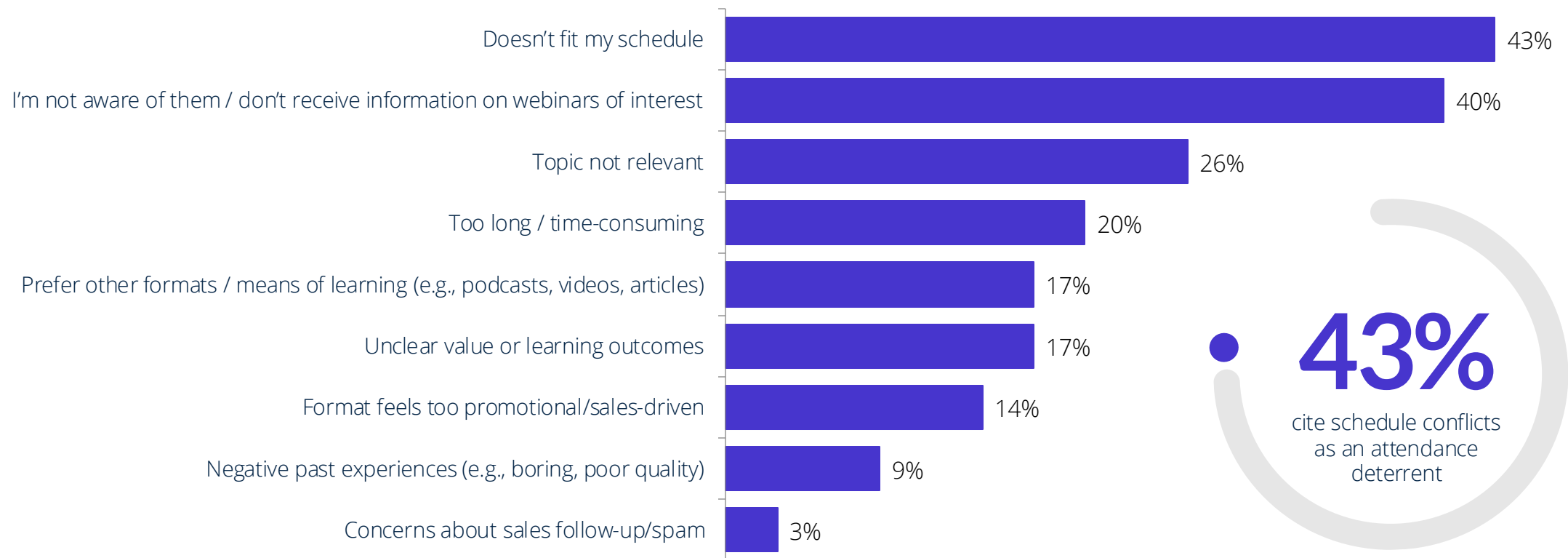
Base: Respondents attending at least one webinar in the past year; multiple answers permitted (n=423).

Section 9. Understanding Non-Attendees: Barriers & Opportunities



Scheduling Conflicts Emerged as the Top Attendance Deterrent

Scheduling conflicts (43%) and a lack of awareness (40%) are the biggest deterrents to webinar attendance. Notably, no single deterrent was cited by a majority of respondents, indicating a meaningful opportunity to convert with the right approach and improved marketing.

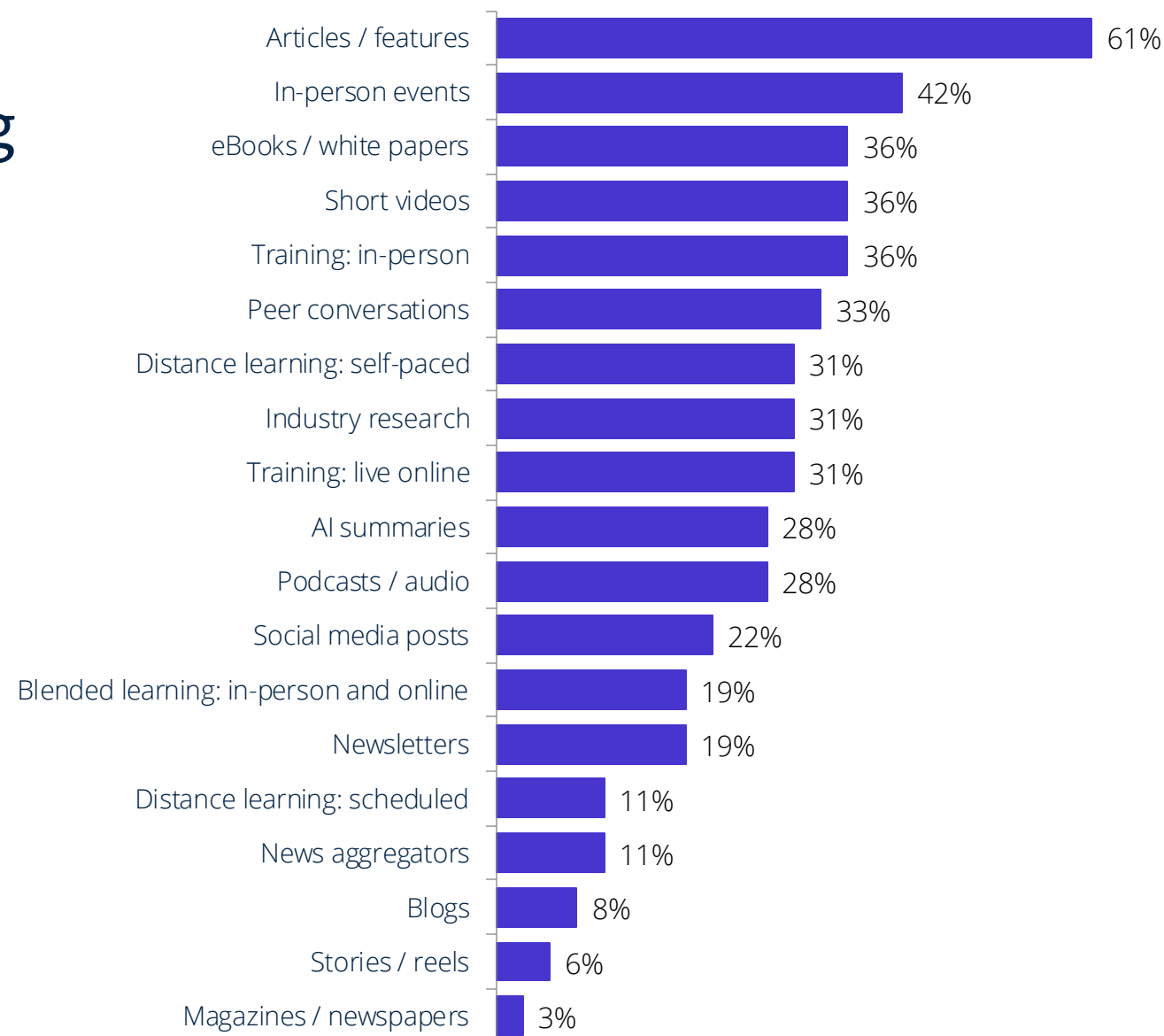


Question: What deters you from registering for and attending webinars? (Select all that apply.)

Base: Respondents who did not attend any webinars in the past 12 months; multiple answers permitted (n=35).

Preferred Professional Learning Formats Among Non-Attendees

For professional learning, non-attendees gravitate most toward articles / features (61%), followed at a distance by in-person events (42%).

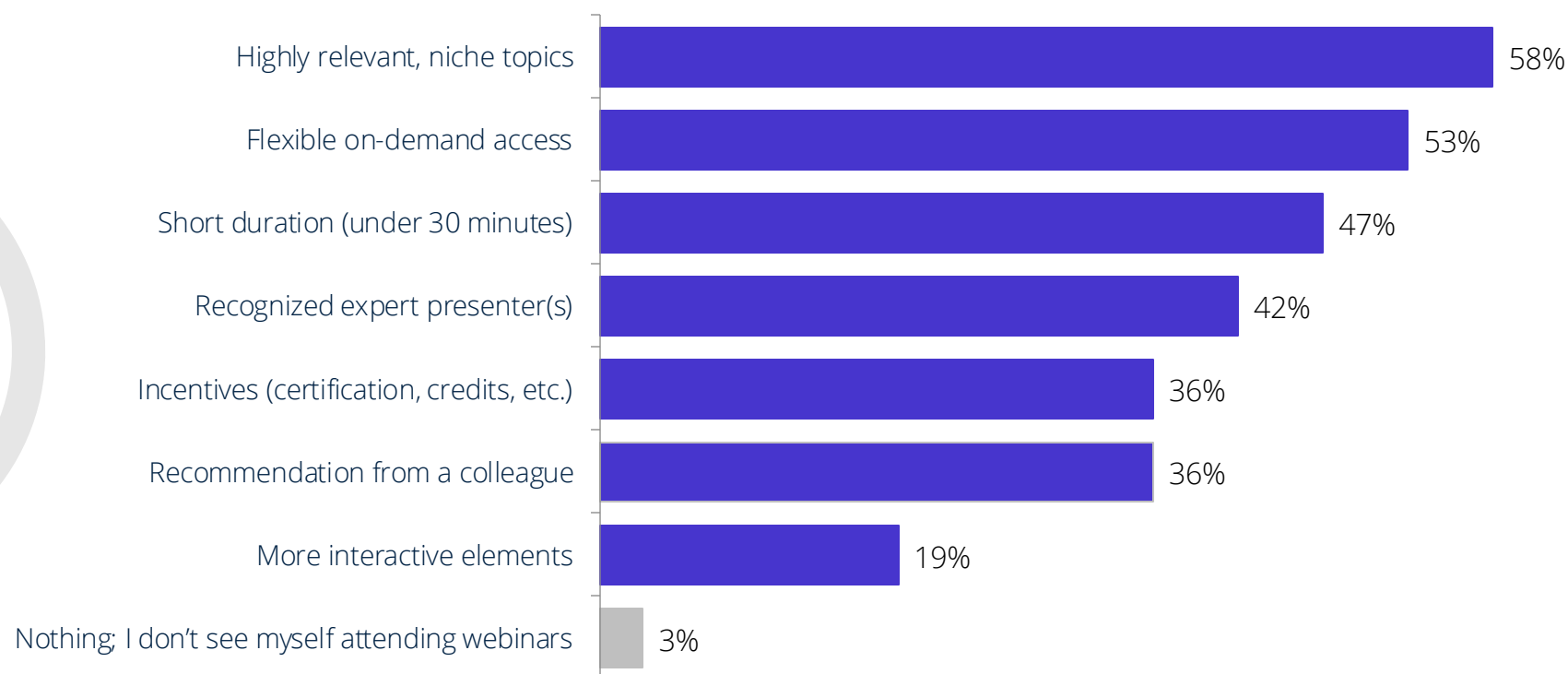
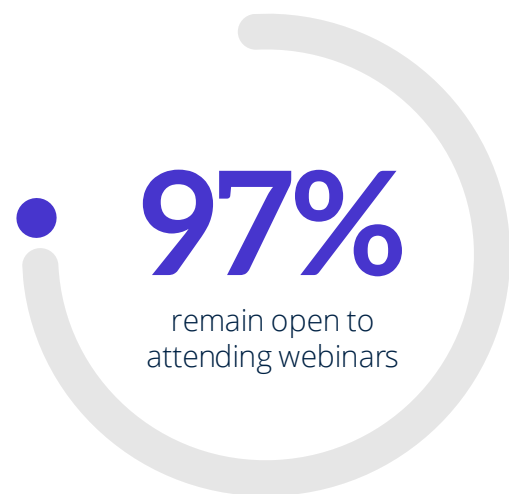


Question: Which format(s) do you prefer for professional learning?
(Select all that apply.)

Base: Respondents who did not attend any webinars in the past 12 months; multiple answers permitted (n=36).

Non-Attendees Remain Open to Webinars, With Adjustments

Non-attendees are not closed off to webinars. Highly relevant niche topics (58%), flexible access (53%) and shorter sessions (47%) are most likely to increase likelihood of attendance. Only 3% say they are unlikely to attend regardless, underscoring substantial opportunity to re-engage this audience with targeted design and positioning



Question: What would make you more likely to attend a live webinar in the future? (Select all that apply.)
Base: Respondents who did not attend any webinars in the past 12 months; multiple answers permitted (n=36).

Section 10.

How Webinars Must Evolve in 2026



How Life Science Connect Wants Webinars to Improve

1. Clear Value Promise Up Front (Objectives, Audience Fit)

- Publish a detailed agenda and learning objectives in advance
- Clearly state intended audience level and function (e.g., regulatory, clinical ops)
- Avoid overly broad or generic topics; focus on specific problems or decisions
- Provide abstracts or summaries that reflect actual content (no bait-and-switch)
- Explicitly state why this needs to be a webinar (vs. podcast or article)

2. Actionable, Evidence-Based Content (Not Sales Pitches)

- Anchor sessions in case studies, real-world examples, and applied use cases
- Support claims with recent data, research, or regulatory context
- Focus on “how it works in practice,” not just theory or product features
- Minimize sponsor promotion; separate education from selling
- Provide tools, frameworks, or best-practice documents as takeaways

3. Focused, Time-Efficient Formats

- Keep sessions under 60 minutes; shorter when possible
- Focus each webinar on one clearly defined topic
- Break complex subjects into short series or modules
- Start on time, stay on agenda, end on time
- Reduce slide volume; prioritize clarity over completeness

4. High-Quality Speakers & Moderation

- Vet speakers for communication skill, not just credentials
- Use experienced moderators to guide discussion and probe trade-offs
- Balance panel participation; avoid one speaker dominating
- Train presenters on storytelling, pacing, and slide discipline
- Favor technical and domain experts over sales or BD presenters

5. Meaningful Interactivity & Q&A

- Protect dedicated time for live Q&A
- Allow questions to be submitted in advance
- Use polls selectively to guide discussion, not as gimmicks
- Enable follow-up Q&A via email or post-event forums
- Consider smaller sessions or breakout discussions for deeper interaction

6. Professional Production, Visuals & Storytelling

- Design slides for visual clarity, not text dumping
- Use diagrams, workflows, and data visualizations
- Ensure high-quality audio, lighting, and stable technology
- Review slides for design quality before presenting
- Emphasize storytelling over slide-reading

7. On-Demand Access & Post-Webinar Assets

- Always provide recordings on demand
- Share slides, references, and tools post-event
- Provide short summaries or key-takeaway documents
- Offer condensed versions for long sessions
- Build a searchable resource library for ongoing access

8. Professional Development & Added Value

- Offer CE credits or certificates where feasible
- Frame webinars as skill-building or career-relevant education
- Create structured learning series tied to competencies
- Provide tangible outcomes (new tools, methods, or frameworks)
- Support learning paths or series

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

Webinars Topics Life Sciences Connect Users Want in 2026

- 1. AI in Life Sciences (Practical, Applied, and Evidence-Based)** Respondents are split between strong interest in AI and clear fatigue with abstract or promotional “AI is the future” narratives. What cuts through is real implementation stories, applied use cases, measurable outcomes, and honest discussion of limitations—across R&D, clinical trials, regulatory, manufacturing, and patient support.
- 2. Therapeutic Innovation & Clinical Progress** There is strong demand for clinical trial updates, mechanisms of action, and pipeline insights, particularly where science translates into real patient outcomes. Respondents want to understand both the science and the clinical rationale behind emerging therapies.
- 3. Bioprocessing, Manufacturing & CMC Excellence** Respondents consistently call for practical, technical content covering bioprocessing, manufacturing innovation, and CMC strategy—especially for biologics and advanced therapies.
- 4. Regulatory, Policy & Compliance (From People Who’ve Lived It)** Regulatory complexity is a constant, but respondents strongly prefer industry experts who have navigated approvals, submissions, and inspections, rather than abstract regulatory overviews.
- 5. Commercialization, Market Access & Patient Value** Beyond science, respondents want insight into commercial strategy, pricing, access, and reimbursement, especially as therapies become more complex and expensive.
- 6. Partnerships, Investment & Company Building** There is strong interest in partnership strategy, fundraising, M&A, and ecosystem development, especially for startups and growth-stage companies.
- 7. Industry Trends, Technology & the Road Ahead** Respondents seek forward-looking but grounded trend analysis, spanning science, technology, policy, and global markets. They want signal over noise on what’s changing—and why it matters.
- 8. Leadership, Workforce & the Human Side of Life Sciences** Amid technological disruption and post-pandemic shifts, respondents express interest in leadership, workforce dynamics, and professional development, particularly where change management is required.

Thank you



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