



WEBINAR & EVENT MARKETING 2026

A GLOBAL
HEALTHCARE
DIGITAL
COMMUNICATIONS
COMPANY

**Infinite Innovative
Superior Solutions**

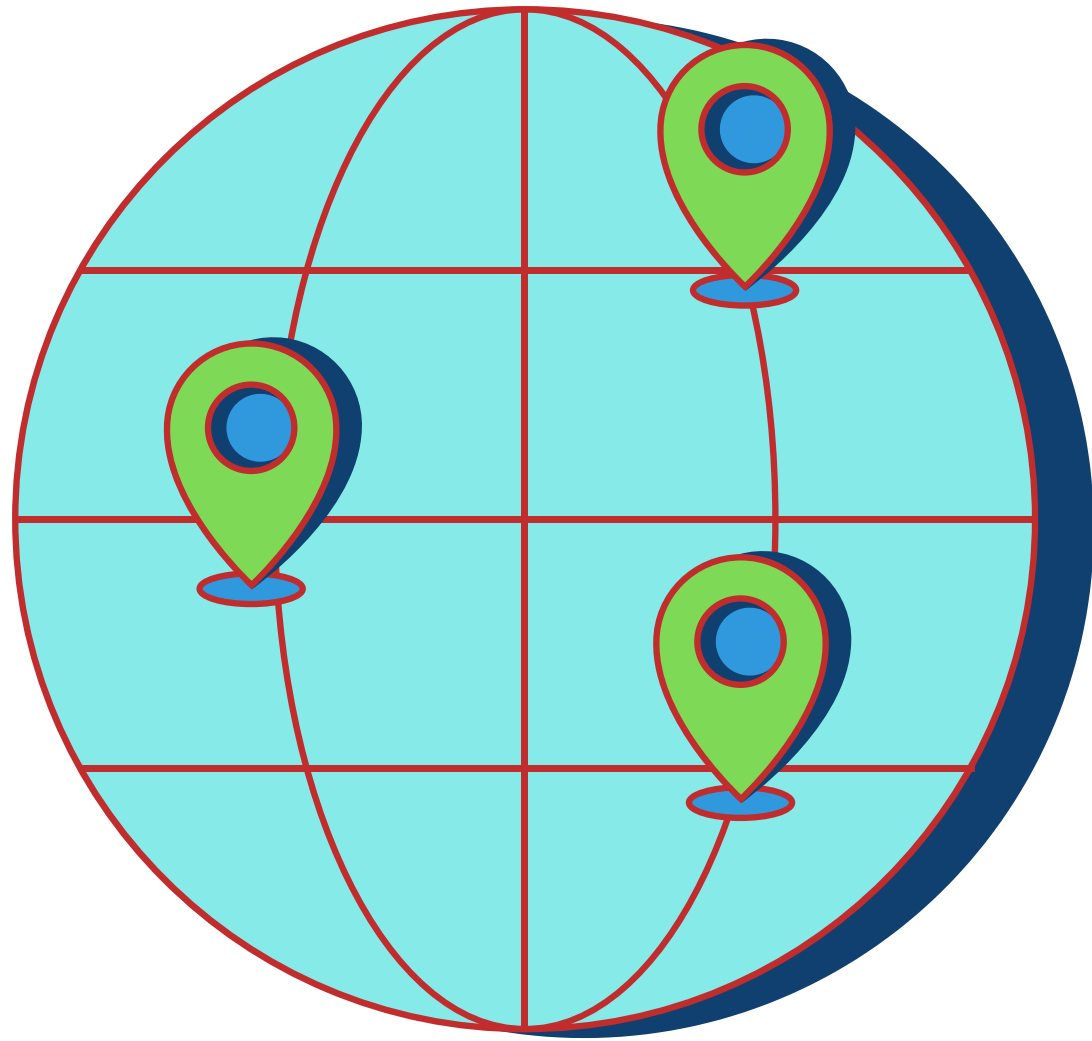


About Us



- Global healthcare digital publisher and communications company serving the medical, pharmaceutical and healthcare sectors
- Publisher of trusted online journals and educational materials read by healthcare professionals worldwide
- 20+ years of experience with a reputation for credibility, reliability and industry leadership
- First in class market leaders - constant horizon-scanning to find new trends and opportunities
- First-to-market with new, effective digital solutions that are practical and measurable
- Proud partner with healthcare brands and clinicians, helping them share knowledge and improve care

Our Global Network



Through IMI, we engage with over **1.7 million** self-identified healthcare professionals (HCPs) worldwide, all **double opt-in** subscribers.

Our reach spans more than **150 specialisms** and interest areas across **80+ countries**, including **800,000 HCPs** in Europe and the UK who subscribe to our online publications and email updates.

- 1,700,000+ HCP global subscribers
- 80+ countries
- 90+ areas of interest
- 12+ internal journals published at least once/quarter
- 'In Discussion With' video and podcast series -
> 380,000 views annually. 80+ interviews, 350+ videos
- 6.8+ million unique emails sent annually

The Challenge

Getting HCPs through the door starts long before the event



Inbox competition

Pharma webinar emails flood HCP inboxes. The average attendance rate is just 46% of registrants.



Registration drop-off

Even motivated HCPs forget. Without a structured reminder cadence, sign-up momentum is lost.



Reaching the right audience

This client needed verified, opted-in HCPs matched to the webinar's therapeutic area - fast.

Email remains the #1 promotional tool for pharma webinars

4.46
out of 5

Email's effectiveness score among pharma markets

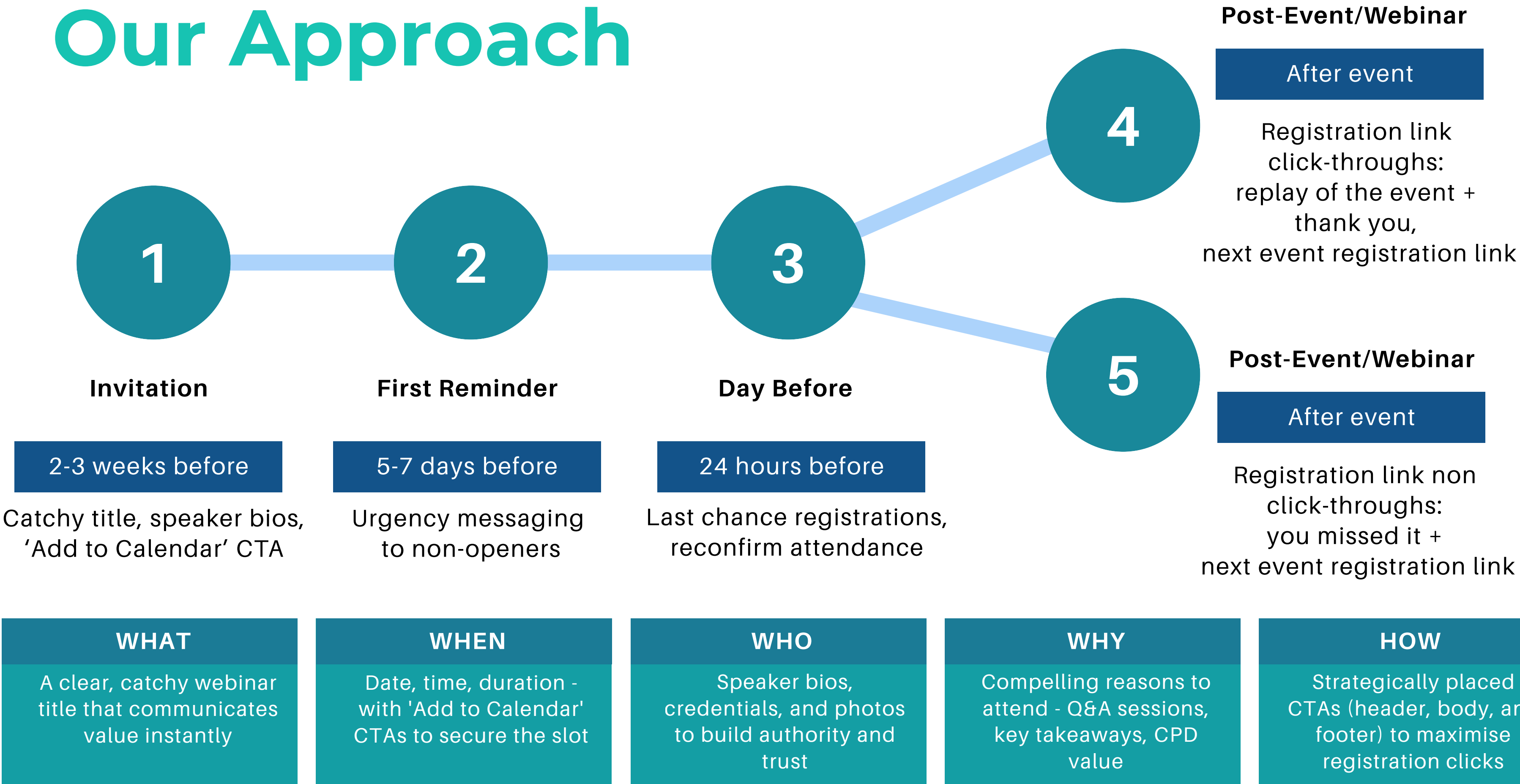
3 emails minimum recommended for an effective webinar campaign



The IMI emails delivered 62% of all the webinar registrations across a mix of channels used. Really excellent results.

Client Testimonial, 2026

Our Approach



Results from a recent campaign

124

Registrations from
IMI emails

25%

Share of total
campaign sign-
ups

#1

Highest-
converting email
channel

	OPEN RATE	CTR (CLICK-THROUGH-RATE)	CTOR (CLICK-THROUGH-OPEN-RATE)	DELIVERY SUCCESS	UNSUBSCRIBE RATE
Industry Average	22.42%	2.79%	11.08%	97.89%	0.24%
IMI Global Average	25.82%	4.90%	21.56%	98.21%	0.22%

IMI UK
click-to-open rate

23.02%

vs 11.08% industry average

What Our Clients Say

IMI continues to deliver strong, dependable results for us. On our latest webinar campaign, IMI emails generated 124 registrations, contributing 25% of total sign-ups and ranking as the highest-performing email channel for conversions.

Just as importantly, the entire IMI team are a pleasure to work with - responsive, proactive, and always focused on delivering the best outcome.



Client Testimonial, 2026

Why choose IMI

- ✓ 1.7M+ verified, double opt-in HCP subscribers
- ✓ Proven 5-step webinar email cadence
- ✓ Full-funnel management - invitation post-event
- ✓ Granular reporting and bespoke analytics
- ✓ Fully GDPR, PECR and AE reporting compliant
- ✓ Responsive, proactive team

One Event. One Price

DATA COUNT	SINGLE EMAIL Price per send	5 EMAIL PACKAGE All 5 emails, one price
1 - 5,000	£4,990	£19,960
5,001 - 10,000	£6,750	£27,000
10,001 - 15,000	£7,750	£31,000
15,001 - +	BESPOKE ON APPLICATION	BESPOKE ON APPLICATION

Prices are also available in € and \$

ADDITIONAL SERVICES	GEO LOCATION TARGETING	AUDIENCE CROSS MATCH	BESPOKE REPORTING
	£1,500	£2,000 (up to 2,500 records. + £100 per additional records)	£833 (pre-send) £1,500 (post-send)

WHAT'S INCLUDED IN YOUR 5 EMAIL PACKAGE

Pre-event

- 1

 2 weeks out - invitation to whole audience + resend to did-not-opens
- 2

 1 week out - reminder to whole audience + resend to did-not-opens
- 3

 1 day before - final reminder, with resend to non-openers

Event takes place

Post-event

- 4

**REGISTRATION LINK
CLICK-THROUGHS:**
 Replay of the event + thank
you, next event registration
link
- 5

**REGISTRATION LINK
NON CLICK-THROUGHS:**
 Sorry you missed it
highlights + next event details

Ready to drive registrations for your next event / webinar?

IMI: A digital communications publisher for the medical, pharmaceutical and healthcare industries

Name:

Website: medicalupdateonline.com/

Email:

Number:

