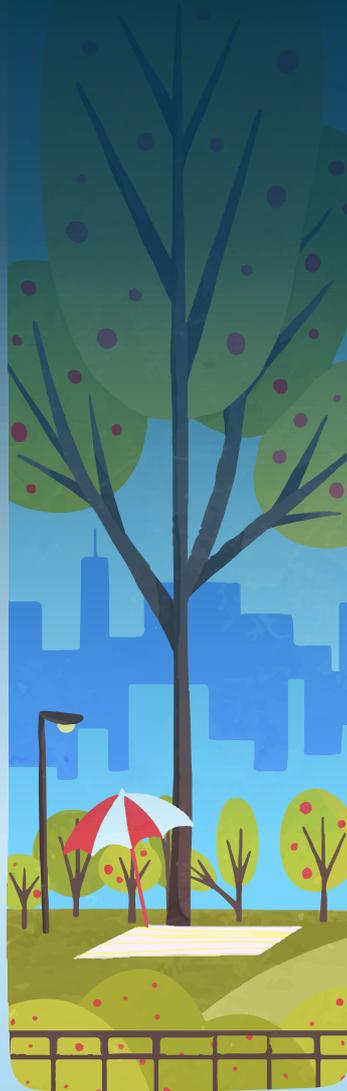




WEBINAR *Content* CALENDAR '26



About WebinarGeek



Founded in 2015



Trusted by 5000+ customers worldwide



All-in-one platform: from registration to follow-up



Real human support in 44+ languages

In today's content-saturated landscape, webinars are more than one-time events — they're powerful content engines. Yet most organizations underutilize them, treating webinars as isolated campaigns rather than as long-term assets.

This Webinar Content Calendar introduces a Yearly Webinar Content System: a framework that transforms monthly webinars into a continuous source of high-performing, multi-channel content.

By implementing this structure, your team can:

- Extend the lifespan of each webinar,
- Maintain consistent visibility year-round, and
- Build a library of evergreen resources that strengthen brand authority.

The **year-round** webinar content system turning every webinar into a year of marketing momentum

The Strategy at a Glance

At its core, the system follows a four-phase cycle for every webinar:



Pre-Webinar

Build anticipation and drive registrations.



Live Webinar

Engage participants and gather fresh content.



Post-Webinar

Repurpose gathered content across multiple channels.



Evergreen Phase

Package and archive the best content for long-term impact.

Each phase feeds the next, ensuring that a single 60-minute webinar can power an entire month of content — across social media, newsletters, blogs, and lead magnets.

JANUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			🎆 NEW YEAR'S DAY			
			1	2	3	4
📅 PRE-WEBINAR						
5	6	7	8	9	10	11
12	13	14	15	16	17	18
	🎥 LIVE-WEBINAR			🎉 CELEBRATION MOMENT		
19	20	21	22	23	24	25
📅 POST-WEBINAR			🔄 EVERGREEN			
💙 BLUE MONDAY						
26	27	28	29	30	31	

January is made for momentum

It's the perfect time to set the tone for the year ahead. Topics like industry trends, what's coming for your product or service, and how your customers will benefit in the months ahead tend to land well this time of year.

Build early buzz

Create awareness with teaser clips and social posts that feature the host. Show people who they'll be learning from. And don't forget your existing contacts with a simple email invite to your current database.

Keep the content working for you

The live webinar might be over, but the content lives on. Turn the replay into short social clips. Write a blog post or LinkedIn article using your key points. Even the webinar chat can spark ideas for your FAQ.

Need inspiration?

18 smart ways to repurpose content

▶ Check out

FEBRUARY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
PRE-WEBINAR						
2	3	4	5	6	7	8
		LIVE-WEBINAR		CELEBRATION MOMENT	VALENTINE'S DAY	
9	10	11	12	13	14	15
POST-WEBINAR						
16	17	18	19	20	21	22
	EVERGREEN					
23	24	25	26	27	28	1

February is all about engagement

This month, focus on creating real interaction. Think polls, Q&A, and chat that gets your audience involved and keeps them tuned in. The more your viewers participate, the more memorable your webinar becomes.

Use what you've already built

Your last webinar is a goldmine for new assets. Use highlights or clips from that broadcast to promote the new one. And invite past subscribers again. They've already shown interest, now give them a reason to come back.

Make it easy to find your webinars

Keep the momentum going after your webinar ends. Create a webinar channel where people can catch not only the replay of this webinar, but explore past content, and see what's coming next.

Need a starting point?

Take a look at our Webinar Channel product page:

[Check out](#)

MARCH

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
 PRE-WEBINAR						
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	 BEGINNING OF SPRING	20	21
22	 LIVE-WEBINAR			 CELEBRATION MOMENT		
23	24	25	26	27	28	29
 POST-WEBINAR						
30	31					

March is made for collaboration

Team up with a partner this month. Co-hosting a webinar lets you bring fresh insights to your audience while reaching a whole new one through your partner's network. It's a smart way to grow together.

Double the reach, double the value

Lean into your partner's audience as well as your own. Promote the webinar across both networks to bring in new subscribers who might not know you yet.

Keep sharing long after the live session

Once it's over, keep the webinar available on demand. Share it across both companies' channels so it continues working in the background. It's not just a one-time event, it's a shared resource.

Want to see how that looks in practice?

Watch our co-hosted session with StoryChief for inspiration

 [Check out](#)

March is made for **collaboration**

Optimize with AI

Check the AI optimizer and make changes based on the tips

What's the point of great data if it's stuck in one place? Your webinar insights work better together. Create faster follow ups, personalize your marketing effectively, support your sales team with the right context, or track what's truly working.

Work smarter, not harder

Integrate with tools you already use every day.

Connect WebinarGeek with over 6,000 tools and let your data flow wherever you need it. No more manual exports. No more disconnected systems. Just smarter workflows that save time and help your business grow.

 [Connect now](#)

APRIL

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						EASTER
		1	2	3	4	5
EASTER				EVERGREEN		
6	7	8	9	10	11	12
PRE-WEBINAR						
13	14	15	16	17	18	19
LIVE-WEBINAR RECORDING			CELEBRATION MOMENT			
20	21	22	23	24	25	26
KING'S DAY	POST-WEBINAR					
27	28	29	30			

April is a smart time to spotlight your product

A product demo webinar is one of the most practical ways to show what you offer and why it matters. Use this month to walk people through your product or service in action. It's also the perfect opportunity to answer their questions in real-time.

Let your audience guide the message

Your leads and customers give you gold in their feedback. Use their questions, hesitations, and goals to shape the webinar. Tailor your webinar to what they need to hear, and show how your solution fits.

Save time, scale results

A live demo is great, but scheduling the replay is even better. Create an on demand or automate webinar with the replay, so new viewers keep discovering your product, without putting extra effort in.

Need a real-world example?

Watch how this product demo helps scale lead generation:

Watch

MAY

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				EVERGREEN LABOUR DAY 1	2	3
	LIBERATION DAY	PRE-WEBINAR				
4	5	6	7	8	9	10
11	12	13	ASCENSION DAY 14	15	16	17
						PENTECOST
18	19	20	21	22	23	24
PENTECOST		LIVE-WEBINAR		CELEBRATION MOMENT		
25	26	27	28	29	30	31

May is all about showing the real impact

Let your product speak through the voice of a happy customer. A use case webinar brings your solution to life. It showcases how your product or service actually solves a problem, not just how it should. Invite a customer to join you live, or ask if you can share their story on their behalf.

Shine the spotlight on your customer

Ask for a short review, show their logo, and turn their success into your best promotion. Real stories build real trust! Having your customer share the webinar with their own network is a great boost for word-of-mouth promotion.

Turn one story into a lead magnet

Host the webinar on demand and add it to a dedicated success story page. That way, every new visitor sees proof of what's possible with your solution, and your funnel keeps growing.

Want to see it in action?

Check out how Leadinfo's success story:

[▶ Read now](#)

JUNE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
POST-WEBINAR				EVERGREEN		
1	2	3	4	5	6	7
PRE-WEBINAR						
8	9	10	11	12	13	14
						START OF SUMMER
15	16	17	18	19	20	21
	LIVE-WEBINAR			CELEBRATION MOMENT		
22	23	24	25	26	27	28
POST-WEBINAR						
29	30					

June is perfect for turning inward

Webinars aren't just for customers. Use them internally to keep your team informed, aligned, and engaged. A quick end-of-month broadcast can go a long way in sharing updates, celebrating wins, and creating space for questions.

Keep your team in the loop

Use a regular internal webinar to communicate company news, product updates, or shifts in strategy. It's more personal than a newsletter and gives everyone a chance to stay connected and engaged, whether they're in-office or remote.

Make it available on their time

The automatically recorded replay is great to share with your team. It's a simple way to make sure no one misses out and to keep important updates accessible across departments and time zones.

Looking for more ways to use webinars beyond marketing?

Explore other smart use cases here:

[Read now](#)



Half-year **celebration**

Six months done, six to go. Now's the time to check your progress, make smart adjustments, and get ready for a strong finish. Measure what's worked, optimize what hasn't, and set yourself up to hit September through December with confidence.

Extensive mailflows, straight from your webinars

Create personalized follow up mails

Not every attendee needs the same message. With smart mailflows, you can turn those insights into follow-ups that feel personal and relevant. Send a thank-you email with extra resources to those who watched the full session. Share a replay with the ones who dropped off. Send a tailored offer to those who clicked through.

Different segments get different follow-ups, all triggered automatically based on how people engaged with your webinar.

 [Learn more](#)



JULY						
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
FINE TUNE YOUR <input checked="" type="checkbox"/> FOLLOW UP STRATEGY 6	7	8	9	10	11	12
13	14	15	16	17	 WORLD EMOJI DAY	19
20	 BELGIAN NATIONAL DAY	22	23	24	25	26
27	28	29	30	31		

Time for preparation in July

Summer's a great time to take a step back and fine-tune your email strategy. Start prepping now for the follow-ups in the last quarter of the year. Your efforts now, will pay off later.

Use what's already working

Look at past campaigns and webinar invites. Which subject lines got clicks? What messages brought people back? Don't reinvent the wheel, repurpose what performed well and give it a Q4 twist.

Let your emails do more heavy lifting

Webinar follow-up emails are great opportunities to re-engage, upsell, or reintroduce your offer. Pick the right audience segment, tailor the email to that group and watch how they'll convert.

Need ideas to level up your email game?

Watch our session on smart email marketing strategies:

 [Watch now](#)

AUGUST

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
 PRE-WEBINAR						
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

August is all about the warm-up

Before the busy season kicks in, use this quieter month to keep your brand top-of-mind. Share replay content from past webinars and set the stage for what's coming in September.

Let your past webinars do the talking

Pull short clips from earlier webinars—the sharp insights, standout moments, or most-asked questions—and share them across your channels. It's a simple way to stay visible and remind your audience of the value you bring.

Make your content stretch further

You don't always need something new to make an impact. Use August to breathe new life into what you've already created.

Looking for fresh ideas?

In the meantime, watch our masterclass on smart content repurposing:

 [Watch now](#)

SEPTEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
 PRE-WEBINAR						
31	1	2	3	4	5	6
	 LIVE-WEBINAR					
7	8	9	10	11	12	13
	 LIVE-WEBINAR			 CELEBRATION MOMENT		
14	15	16	17	18	19	20
	 POST-WEBINAR					
21	22	23	24	25	26	27
 EVERGREEN						
28	29	30				

September is the month to turn leads into customers

By now, webinars should be part of how your company works. So why not raise the bar? Host a masterclass that shows your expertise, solves real problems, and brings leads one step closer to becoming customers.

Make it a team effort

Your company isn't just one voice, it's many. Bring in different departments to share their insights. Sales, support, and product all have something valuable to add. Make your webinar feel more human and relatable by involving everyone!

Build a space for high-value content

Turn your masterclasses into an ongoing resource. Create a dedicated channel and host it on a landing page, so leads can explore your content and move at their own pace.

Want to see what a full experience looks like?

 [Watch now](#)

Nurture and **test**

Measure your optimizations and compare. Compare Q1, Q2, and Q3 performance to spot what's improved, what needs work, and where to focus next. Turn insights into action.

Statistics that you understand

Your data tells a story. With clear statistics and visual engagement heatmaps, you can see exactly what held your audience's attention.

Find out which slides kept people engaged the longest. Use that insight to shape better follow-up emails and sequences

Compare how live and on-demand sessions are performing.

 [Check out your statistics](#)



OCTOBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			📅 PRE-WEBINAR		🇩🇪 GERMAN UNITY DAY	
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
	🎥 LIVE-WEBINAR					
19	20	21	22	🎉 CELEBRATION MOMENT	23	24
25						
📺 POST-WEBINAR				🔄 EVERGREEN		
26	27	28	29	30	31	1

October is made for deep-diving

This month, focus on in-depth learning. Co-host a webinar with a partner who brings complementary expertise, and create a session that goes beyond the basics. Instead of just informing attendees, teach something your audience can truly use.

Attract a ready-to-learn crowd

Use clear and professional visuals. Share the agenda upfront, along with speaker bios, so people know exactly what they'll gain. The more specific you are, the more qualified and interested your audience will be.

Turn one session into a resource that keeps teaching

After the webinar, repurpose the content into something your audience can return to. Think advanced how-to guides, a downloadable workbook, or even a mini-course. Pro tip: include your content in your follow-ups emails.

Looking for structure and inspiration?

Check out this webinar about repurposing content where we partner with Storychief

▶ Watch now

NOVEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
 GATHER STATISTICS & INSIGHTS 2	3	4	5	6	7	8
9	10	11	12	13	14	15
 PRE-WEBINAR						
16	17	18	19	20	21	22
23	24	25	26	 BLACK FRIDAY 27	28	29
30						

November is perfect for insights and predictions

You're nearing the end of the year, and so is your audience. This is the time to share what you've learned and what's coming next. Host a webinar packed with benchmarks, trends, and real-world takeaways your audience can use to plan smarter.

Use data to draw people in

Create a benchmark report based on your findings or customer data. Share eye-catching snippets on social media to build interest, then offer the full PDF as a post-webinar bonus. We're aiming for value that sticks and spreads.

Add it to your channel for ongoing visibility

It's time to put your webinar channel to good use. After your webinar, add the replay as an on demand webinar to the channel so others can discover it long after the live broadcast ends.

Your own benchmark report?

Don't reinvent the wheel! Use our benchmark report as inspiration for your own.

 [Read now](#)

DECEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	 LIVE-WEBINAR			 CELEBRATION MOMENT		
	1	2	3	4	5	6
 POST-WEBINAR						
7	8	9	10	11	12	13
 EVERGREEN						
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

December is for reflection and prediction

Wrap up the year with a future-focused webinar in the first half of the month. Share your 2026 predictions, industry trends, and bold ideas for what's next. It's a great way to close the year while positioning you or your brand as a forward thinker.

Make it feel personal and seasonal

Use recap content—top moments, standout wins, or behind-the-scenes stories—to warm up your audience on social media or in blog posts. Keep the tone light, festive, and human. This isn't just about sharing insights, you're celebrating progress.

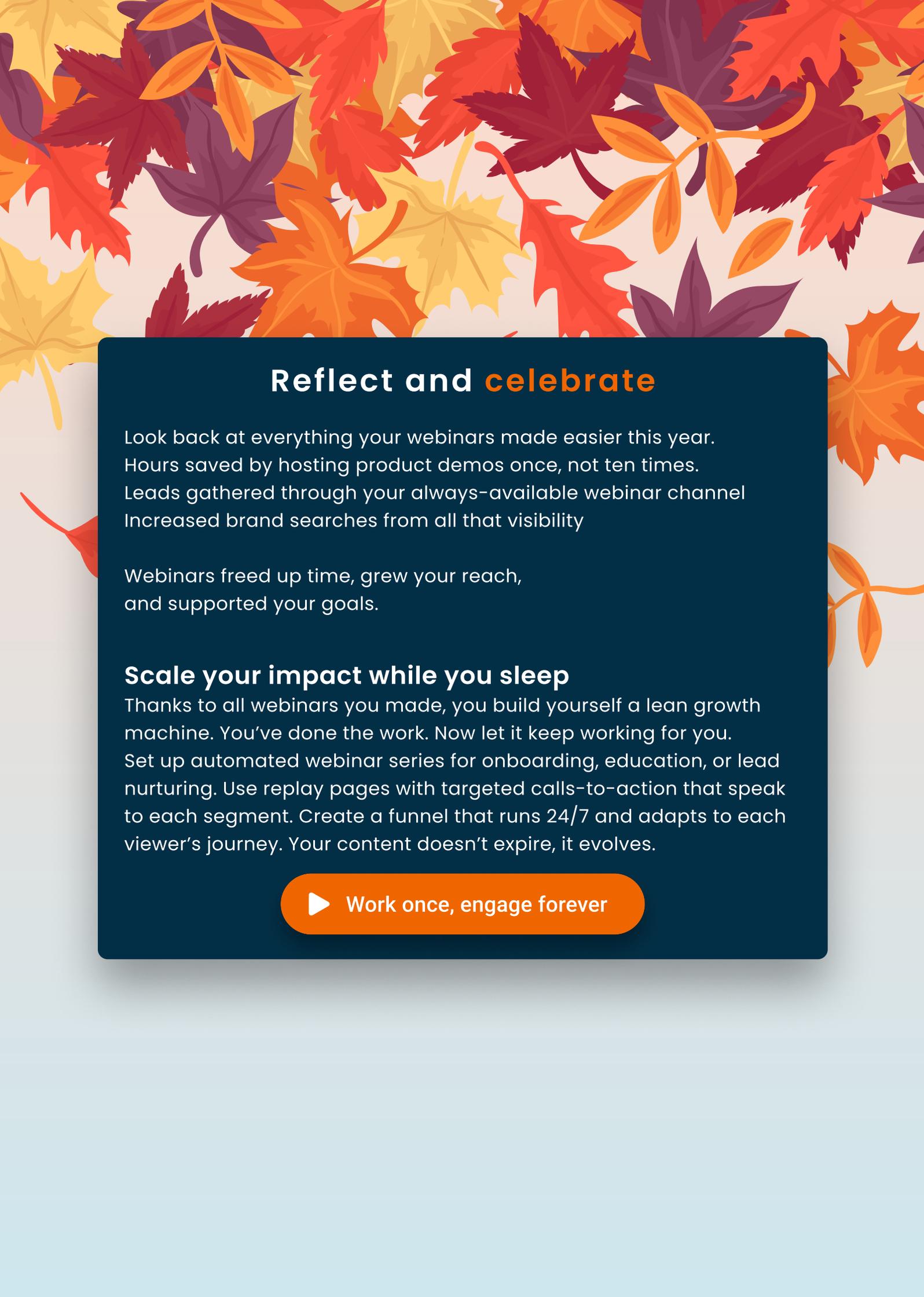
Give your content a second life

Turn the highlights into a Year-in-Review PDF, a roundup blog post, or a social series that brings key takeaways back into the spotlight.

Need a winter-ready format?

Take a look at our Winter Webinar Whitepaper for inspiration:

 [Read now](#)



Reflect and **celebrate**

Look back at everything your webinars made easier this year.
Hours saved by hosting product demos once, not ten times.
Leads gathered through your always-available webinar channel
Increased brand searches from all that visibility

Webinars freed up time, grew your reach,
and supported your goals.

Scale your impact while you sleep

Thanks to all webinars you made, you build yourself a lean growth machine. You've done the work. Now let it keep working for you. Set up automated webinar series for onboarding, education, or lead nurturing. Use replay pages with targeted calls-to-action that speak to each segment. Create a funnel that runs 24/7 and adapts to each viewer's journey. Your content doesn't expire, it evolves.

 **Work once, engage forever**

Why Choose WebinarGeek

What sets WebinarGeek apart is ease of use, thoughtful interaction features, and real human support when you need it. From setting up your registration page to sending reminder emails and engaging your audience during the session, everything is in one place.

Whether you host live, automated, or a mix of both. There's nothing to download, and your audience can join from any device, right in their browser. And because we're based in Europe, your data stays secure and fully GDPR-compliant.

WebinarGeek is rated 4.8 out of 5 on G2 and Capterra and has been recognized as the best webinar platform especially in the Benelux and DACH regions.

If you're ready to make webinars a reliable part of your growth strategy, WebinarGeek's here to help you get started.

Want to test it out yourself?

[▶ Start free trial](#)

