

London agenda

June 20, 2023 | 09:30 AM - 03:30 PM

Location: The Woods Quay, London WC2N 6AY

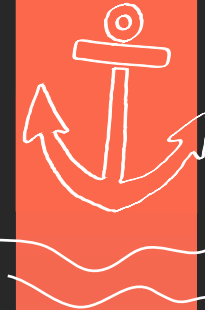


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* All times are in BST

09:30 AM - 10:30 AM



All aboard (Welcome)

Sign in, say hello, have some coffee, grab a bite

10:30 AM - 10:45 AM

Full steam ahead!

Let's kick things off with a few opening words from our host, **Charlotte Copeman**, Senior Director of Business Development at Kaltura

10:45 AM - 11:30 AM

Keynote

Calculating a new route: A fresh mindset for scaling successfully

Speaker: **Clarissa Gent**, Director of EMEA Partner Marketing at AWS

Host: **Dr. Michal Tsur**, Co-founder and President at Kaltura

About: As organizations face the challenge of doing more with less, scaling up seems like an impossible task. But the key to success lies in embracing a culture of learning and being open to different perspectives.

In this session, Clarissa Gent, EMEA Partner Marketing at AWS, will talk about scaling your business effectively by listening to what other companies do, learning through peers, and embracing diversity of thought. How, by being customer-centric, we can all create something new and valuable for our customers, while remaining flexible enough to support tailored solutions for different audiences.

11:30 AM - 12:00 PM

Spotlight

The experience as a destination: Delivering content on a global scale

Speaker: **Paul Gibbons**, Senior Global Product Manager at EY

Host: **Zoe Fiddes**, Senior Director of Customer Success at Kaltura

About: As part of the team faced with designing communication and event services for varying use cases across a vast spectrum of audiences worldwide, Paul Gibbons, Senior Global Product Manager at Ernst & Young, knows a thing or two about content delivery.

In this spotlight session, he will discuss how a global organization like EY designs and provides robust tech solutions that support the educational and communication services both internally to 350,000 employees, as well as for external-facing marketing, professional upkeep, and training efforts for their millions of customers across 150 countries. In addition, Paul will look at how security, scalability and quality of experience requirements meet the ever-rising expectations of a growing global audience.

12:00 PM - 01:00 PM

To the galley!

Eat, drink, connect, repeat **Lunch**

01:00 PM - 01:40 PM

Workshops

#1: Maximize business mileage: Getting the most out of what you already have

Moderators:

Lilach Dahan, Senior Director of Product Marketing at Kaltura

Ella Bloch, Director of Product at Kaltura

About: What happens when you need to accomplish more with fewer resources? In this workshop we'll focus on the growing pains your organization faces daily. Then, we'll work together to learn how to gain even more insights from the tools you already have, and to accomplish more of what you really need to do: boost your business, deepen relationships, and grow your customer base.

#2: Smooth sailing ahead: Train, retain, and educate your audiences

Moderators:

Ido Achrak, Senior Director of Product at Kaltura

Amit Eshel, Product Marketing Manager at Kaltura

About: Have you ever thought to use your training tools in a different way to achieve even more? In this workshop we will work together to learn how to get more out of the tools you already have in order to better deal with the challenges you face daily: training employees, educating partners, and retaining customers.

01:40 PM - 01:50 PM

Pit stop

We're heading back to the main hall. Grab a drink and join us!

01:50 PM - 02:35 PM

Leadership panel

External vs. internal audiences: Navigating engagement

Speakers:

Ewelina Dunkley, Events Lead at Meta (Facebook)

Ulf Kossol, Director People Experience at Deutsche Telekom

Amit Bivas, VP B2B Marketing at Monday

Host: **Navi Azaria**, Chief Revenue Officer at Kaltura

About: Marketers and learning & development (L&D) leaders often face similar challenges when it comes to keeping their various audiences engaged, intrigued, and active. But what can they learn from each other?

In this session, our expert panel will delve into the best practices and strategies we can use to develop new ways of keeping audiences engaged and excited, and how we can turn the digital coin we call 'engagement' into real ROI value.

This talk will be followed by a Q&A session, during which the speakers will take questions from the audience.

02:35 PM - 02:50 PM

Ebb & flow: Music for your ears, brains, and heartbeats

Presenter: **Matan Berkowitz**, Interdisciplinary artist, music technologist, TED speaker, and positive impact entrepreneur

About: Tune into an incredibly special musical interlude that's unlike anything you've seen or heard before, as award-winning innovator Matan Berkowitz translates physical signals, such as brainwaves, heartbeats, and physical movements, into beautiful music that's accessible to and inclusive of people with mental or physical limitations.

02:50 PM - 03:00 PM

Takeaways for the road with **Ron Yekutieli**, Co-founder, Chairman and CEO at Kaltura

03:00 PM - 03:30 PM



Crossing the finish line (aka: It's schmooze o'clock)

Have a cocktail, network, work your magic, pick up some swag

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Open Kaltura is open!

Stop by to meet with Kaltura's experts and get to know Kaltura better. Feel free to ask any question, ask for a demo and see our products in action.

Active hours:

09:30 AM-10:30 AM | 12:00 PM-01:50 PM | 03:00 PM-03:30 PM