

Agenda at a glance

9:00 AM Raising the curtain on Virtually Live! '22

Opening keynote:
Trailblazing engagement inside and out
Leslie Tom, SVP Trailblazer Ranch Experience, Salesforce
Host: **Renan Gutman**, EVP Product, Kaltura

Leadership panel:
The Turn of events. The age of engagement marketing
Emily Ketchen, CMO, Lenovo; **Jill Kramer**, Chief Marketing and Communications Officer, Accenture; **Peter Alexander**, CMO, Check Point
Host: **Michal Tsur**, Co-founder and Preseident, Kaltura

11:20 AM

Brand & Beyond	R-O-Eyes	Small data big impact	Call to interaction	More with less	CTA: Coffee & TakeAways
Engaging creativity Heather Combs , Senior Director, Head of Brand Strategy & Customer Insights, Adobe Host: Noa Oron , VP of Business Development and Partnerships, Kaltura	Cracking the code on developer marketing Laura Heisman , CMO, VMware Host: Eynav (Navi) Azaria , Chief Revenue Officer, Kaltura	B2B Events: Current state and future considerations Conrad Mills , B2B Marketing Analyst, Forrester	Beyond the digital core Bob Bejan , Corporate VP Global Events, Production Studios and Marketing Community, Microsoft Host: Lisa Bennett , EVP Marketing, Kaltura	Spotlight: Marketing near and far Rachel Lockwood , EMEA Marketing Director, Amazon Web Services Host: Liad Eshkar , EVP Business Development, Kaltura	11:20-11:30 Takeaways from Google's coffee corner Roman Faminou , Product Marketing Manager, Google 11:30-11:40 Takeaways from Airbnb's coffee corner Steven McNellie , Senior Platform Manager, Airbnb

11:40 AM

Brand & Beyond	R-O-Eyes	Small data big impact	Call to interaction	More with less	CTA: Coffee & TakeAways
Building strong customer relationships, every day of the week Amit Bivas , VP Enterprise Marketing, monday.com Host: Tal Tzaig , Director of Virtual Event Solutions, Kaltura	The customer is always... involved Kerry Mentel Throckmorton , VP Marketing and Communications and Chief of Staff, Oracle NetSuite Host: Alison Froment , Senior Director Strategic Partners, Kaltura	Never stop learning, virtually Leah Belsky , Chief Enterprise Officer, Coursera Host: Samuel Thompson , Senior Director of Product Marketing, Kaltura	Connecting the dots: Taking an audience-first approach in higher-ed marketing Amy Jaick , Chief Marketing and Communications Officer, Columbia Business School Host: Shirley Deutsch , Senior Director of Solutions Marketing and Enablement, Kaltura	From great customer expectations to great customer experiences Alvio Barrios , SVP Customer Experience, Cisco Host: Ofer Luft , VP Business Development, Kaltura	11:40-11:50 Takeaways from IBM's coffee corner Stacy Nawrocki , Head of Product Management and Division Leader, IBM 11:50-12:00 Takeaways from AWS's coffee corner Sophie Mellor , EMEA Events Program Manager, Amazon Web Services

12:00 PM Music to your ears, brainwaves, and heartbeats

Matan Berkovitz, Impact Entrepreneur, TED speaker, Artist, Music Technologist

12:05 PM

Event hacks workshop: Recycle and scale your content Anna Turkot , Director of Strategic and Content Marketing, Kaltura	Event hacks workshop: From features to event taxonomy Ido Achrak , Senior Director of Product Management, Kaltura	Event hacks workshop: Scale up your training strategy Gilat Tzitrinevich , VP Customer Engagement, Kaltura	Live demo: Make any event big time, any time	Live demo: Smarter customers are happier customers	Live demo: Unforgettable virtual campus visits
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12:35 PM

Event hacks workshop: How to accelerate your event experience Hillel Cohen , Senior Director of Product Design	Event hacks workshop: Lessons learned from past events Adi Ili , Senior Client Experience Manager, Kaltura	Event hacks workshop: Hybrid events for Education debunked Samuel Thompson , Senior Director of Product Marketing, Kaltura	Live demo: Make any event big time, any time	Live demo: Learning events of all sizes	Live demo: Deliver professional development at scale
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1:05 PM Music to your ears, brainwaves, and heartbeats

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1:10 PM

Brand & Beyond	R-O-Eyes	Small data big impact	Call to interaction	More with less	CTA: Coffee & TakeAways	Live demo
A community-first product methodology for a new brand Nadia Hitman , VP Brand Marketing, Simply (formerly JoyTunes) Host: Lilach Dahan , Director of Product Marketing, Kaltura	Express your brand right at your next event Daniel Simon , VP, Head of Strategic Marketing, HERE Technologies Host: Roi Kaufman , VP Growth, Kaltura	Be bold, go small Alex Roseblat , CMO, DataDog Host: Zohar Babin , EVP Platform, Kaltura	The future's made of multichannel reality Mohanbir Sawhney , Associate Dean for Digital Innovation, Kellogg School of Management Host: Ruthie Eisenberg , Director of Strategic Partnerships, Kaltura	Story, brand, and mission: Marketing higher education Jaime Hunt , VP and Chief Marketing Officer, Old Dominion University Host: Matt Davis , SVP Education Customer Success, Kaltura	01:10-01:20 PM Takeaways from Adobe's coffee corner Clara Galan , Product Marketing Leader, Adobe Live 01:20-01:30 PM Takeaways from Monday's coffee corner Mor Kristal Paul , Senior Events & Production Manager, monday.com	The old new webinar

01:30 PM

R-O-Eyes	Small data big impact	Call to interaction	More with less	CTA: Coffee & TakeAways
Accessibility: The new 'Must' for every marketer & event professional Scott Ready , Global Head of Accessibility and Inclusion, Verbit Host: Adi Hendlar , Director of Global Employer Branding, Kaltura	What's coming down the pipeline Sarah McConnell , VP Demand Generation, Qualified Host: Aaron Dorondo , Commercial Sales Lead, Kaltura	Eventually, the Metaverse will come to all of us Hans Hansen , CEO, Brand3D Host: Charlotte Copeman , Director of Customer Relationships, Kaltura	Give it up for the event pros Sara Gorlick , VP Events, Rakuten Host: Anna Turkot , Director of Strategic and Content Marketing, Kaltura	01:30-01:40 PM Takeaways from University of Michigan's coffee corner Melinda Kraft , Business Systems Analyst Lead, University of Michigan 01:40-01:50 PM Takeaways from Outbrain's coffee corner Paul Knetgen , CMO, Outbrain

Spotlight:
01:50 PM The state of Events 2023 - The making of a virtual culture
Yair Neumann, VP Product, Kaltura

Spotlight:
02:00 PM Webinars - Back to the future
Renan Gutman, EVP Product, Kaltura

Closing Keynote:
02:10 PM Impact over activity - Making the digital shift
Ada Agrait, SVP Global Head of Corporate Marketing, SAP
Host: **Lisa Bennett**, EVP Marketing, Kaltura

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