



**Agenda at a glance**

**Sign up**

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

Opening keynote:  
**Trailblazing engagement inside and out**

**10:00 AM**  
**Leslie Tom**, SVP Trailblazer Ranch Experience, Salesforce  
Host: **Renan Gutman**, EVP Product, Kaltura

Leadership panel:  
**The Turn of events. The age of engagement marketing**

**10:30 AM**  
**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
<b>Engaging creativity</b> <b>Heather Combs</b> , Senior Director, Head of Brand Strategy & Customer Insights, Adobe Host: <b>Noa Oron</b> , VP of Business Development and Partnerships, Kaltura	<b>Cracking the code on developer marketing</b> <b>Laura Heisman</b> , CMO, VMware Host: <b>Eynav (Navi) Azaria</b> , Chief Revenue Officer, Kaltura	<b>B2B Events: Current state and future considerations</b> <b>Conrad Mills</b> , B2B Marketing Analyst, Forrester	<b>Beyond the digital core</b> <b>Bob Bejan</b> , Corporate VP Global Events, Production Studios and Marketing Community, Microsoft Host: <b>Lisa Bennett</b> , EVP Marketing, Kaltura	<b>Spotlight: Marketing near and far</b> <b>Rachel Lockwood</b> , EMEA Marketing Director, Amazon Web Services Host: <b>Liad Eshkar</b> , EVP Business Development, Kaltura	11:20-11:30 <b>Takeaways from Google's coffee corner</b> <b>Roman Faminou</b> , Product Marketing Manager, Google  11:30-11:40 <b>Takeaways from Airbnb's coffee corner</b> <b>Steven McNellie</b> , 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
<b>Building strong customer relationships, every day of the week</b> <b>Amit Bivas</b> , VP Enterprise Marketing, monday.com Host: <b>Tal Tzaig</b> , Director of Virtual Event Solutions, Kaltura	<b>The customer is always... involved</b> <b>Kerry Mentel Throckmorton</b> , VP Marketing and Communications and Chief of Staff, Oracle NetSuite Host: <b>Alison Froment</b> , Senior Director Strategic Partners, Kaltura	<b>Never stop learning, virtually</b> <b>Leah Belsky</b> , Chief Enterprise Officer, Coursea Host: <b>Samuel Thompson</b> , Senior Director of Product Marketing, Kaltura	<b>Connecting the dots: Taking an audience-first approach in higher-ed marketing</b> <b>Amy Jaick</b> , Chief Marketing and Communications Officer, Columbia Business School Host: <b>Shirley Deutsch</b> , Senior Director of Solutions Marketing and Enablement, Kaltura	<b>From great customer expectations to great customer experiences</b> <b>Alvio Barrios</b> , SVP Customer Experience, Cisco Host: <b>Ofer Luft</b> , VP Business Development, Kaltura	11:40-11:50 <b>Takeaways from IBM's coffee corner</b> <b>Stacy Nawrocki</b> , Head of Product Management and Division Leader, IBM  11:50-12:00 <b>Takeaways from AWS's coffee corner</b> <b>Sophie Mellor</b> , 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: <b>Recycle and scale your content</b> <b>Anna Turkot</b> , Director of Strategic and Content Marketing, Kaltura	Event hacks workshop: <b>From features to event taxonomy</b> <b>Ido Achrak</b> , Senior Director of Product Management, Kaltura	Event hacks workshop: <b>Scale up your training strategy</b> <b>Gilat Tzitrinevich</b> , VP Customer Engagement, Kaltura	Live demo: <b>Make any event big time, any time</b>	Live demo: <b>Smarter customers are happier customers</b>	Live demo: <b>Unforgettable virtual campus visits</b>
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**12:35 PM**

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

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

**1:10 PM**

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

**01:30 PM**

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

**Sign up**