

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

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
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

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 Hender, 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:
The state of Events 2023 - The making of a virtual culture
Yair Neumann, VP Product, Kaltura

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

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