

Kaltura Campus Events



One-stop-shop for all higher-ed events throughout the student lifecycle

Easily create, manage, promote, and track extraordinary virtual and hybrid events of every type and size. Differentiate your institution's digital presence, boost recruitment efforts, alumni engagement, loyalty and contribution, expand global academic networking and enhance your brand's reputation



Recruiting events

Boost top talent application rates by making the best first impression on your prospects. Host engaging and inclusive Open Houses/Days, Information Sessions, Campus Tours and Accepted Student days, that showcase your institution's strengths and identity and foster personal connections with peers and faculty.



Campus life & student success events

Increase student engagement, success and retention by creating a flexible hybrid campus community. Live-stream sports events, concerts, and commencements, host masterclasses, career advancement and student success workshops, keeping students connected, involved, and academically supported.



Research events

Give your research the stage and reach it deserves and expand global academic networks. Host inclusive and accessible research conferences and symposia, foster international collaborations and enhance your institution's research reputation.



Alumni & fundraising events

Foster lasting alumni engagement and contribution. Engage and enrich your alumni communities with tailored networking events, virtual reunions, career-enhancing Lunch & Learns, recognition ceremonies, mentoring programs, book clubs, game nights and more – ensuring their long-term loyalty, involvement, and support.

Built with education in mind

Trusted by 50% of IVY League universities, Kaltura has powered video experiences in hundreds of educational institutions around the world for the past 15 years. Campus Events was built – and continues to be developed – to cater to the unique demands of the academic world.

Unlimited events of every type and size

With our endlessly scalable platform, you can have all your campus digital activities under one roof. Whether fully virtual or hybrid, a one-hour webinar or a multi-day research symposium, a live graduation ceremony or DIY webcast, interactive rooms for engaging workshops or alumni networking events, or prerecorded sessions broadcast live, we do it all.

Showcase your identity with fully brandable events

Strike a nostalgic chord with your alumni, make your prospects want to belong, and enhance your prestige and reputation to academic audiences. How? Our advanced branding studio allows you to infuse your unique brand, identity, and values into every aspect of the event - from registration to email communication. Customize all designs, colors, fonts and buttons, to create a differentiated digital presence.

The screenshot shows a web interface for a university event. At the top, there's a navigation bar with a university logo, a search bar, and a language dropdown set to 'EN'. The main content area features a large video player with a 'LIVE' indicator and the event title 'Innovations Across Borders: 2024 Virtual Research Symposium'. A 'Join Now' button is visible below the title. A dark overlay box on the right contains a welcome message: 'Welcome to Innovations Across Borders 2024 Symposium!' with a 'Come watch' button. Below the video player, a 'Next Session' section lists an upcoming event: 'Breaking Boundaries in Biotechnology' on November 18, 10:00 AM - 11:30 AM EST. It includes a description, speaker photos (Prof. Helena Cartwright and Dr. Amir Patel), and options to 'Add to calendar', 'Add to watch list', and 'More info'.



Relationship-building Networking & Engagement suite

We've made networking and engaging fun and easy. Increase prospects and alumni conversion rates by helping them form meaningful connections, with features like breakout rooms, 1:1 chat, and more! Turn your attendees from passive viewers to active participants and take your event to the next level with Polls, Quizzes, Group chats, Q&A, Crowd reactions, choose-your-own-path videos, Leaderboard, Badges, and Certifications.

The session is starting soon! It's time to join!

[Join Now](#)

Hello from NYC!! 🙌

Hi everyone!

What are you primarily seeking in a webinar?

Learning	60%
Networking	20%
Fun	10%
Other	10%

LIVE

Power up your team's capacity and performance with AI

Our AI Assistant revolutionizes public speaking, moderating, and team efficiency by acting as an AI admin. It gives speakers real-time data and insights ("your engagement is dropping") and equips them with instant, ready-made tools and suggestions to do something about it ("Post this poll to re-engage your audience"; "The chat is buzzing – it's a good time to open it up for discussion"), leveraging AI to drive engagement and reduce staff support for events. With the click of a button, our Gen-AI tools will repurpose your valuable event recordings into evergreen lectures, promotional social media snippets, stories, teasers, and even blog posts and e-books - saving a great deal of time and resources and maximizing event ROI.



kaltura

Attendees: **154** ↓

Attendees are dropping dramatically. Time to take actions.

[Take actions](#)

Assistant

REAL TIME INSIGHT

Attendees	154 ↓	Turnout	56%
Engagement rate	68%	Time to end	34 Min

BOOST ENGAGEMENT WITH INTERACTIONS

Celebration

Confetti all over the stage

[Launch celebration](#)

Poll

How familiar are you with today's topic?

[Select poll](#)

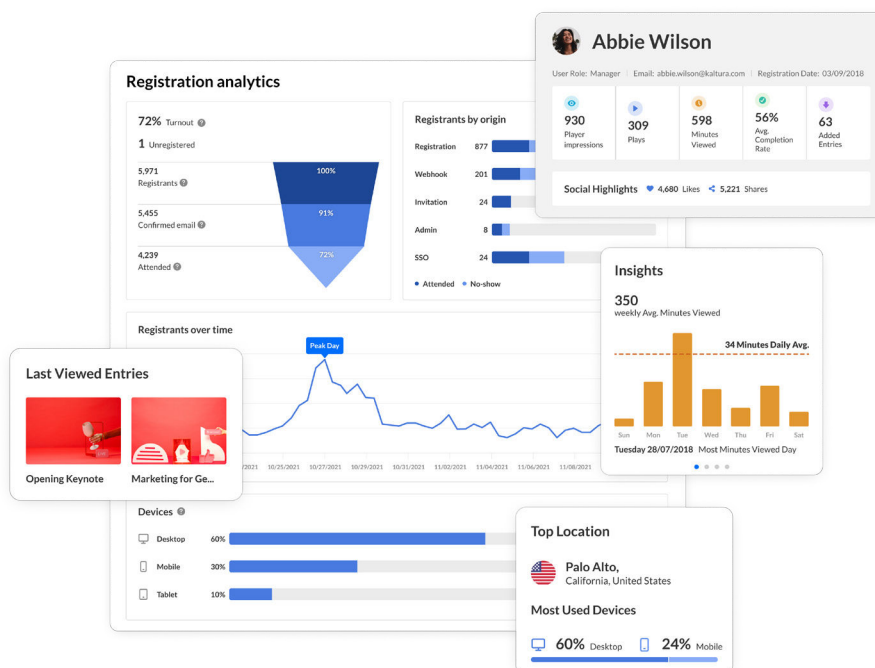
Expand your reach with our accessibility & inclusivity tools

We are committed to Diversity, Equity, and Inclusion (DEI) and adhere to 508, CVAA, and WCAG 2.0 AA accessibility standards. Tools like live and VOD captioning (ASR and Human), dual screens for sign language, auto-chaptering, dubbing, and multi-language support, will make your event accessible to every need, and expand your reach and academic impact to international prospective students and global academic communities. Plus, our cross-device capabilities allow you to watch, network, and participate in any event via mobile, for a fully immersive experience.



Optimize conversions with robust, silo-breaking analytics

No more scattered event management and data silos – Kaltura Campus Events offers a centralized solution that ensures all your event data is consolidated, providing a comprehensive view of the student journey. Virtual events are data goldmines. Get insights into your attendees' backgrounds, preferences, and interactions to personalize future communications and boost conversions. Visualize attendee engagement with our heat map. Access granular, real-time, cross-event data analytics, including engagement, attendance, chat interactions, reactions, polls, on-demand data, and live session metrics.





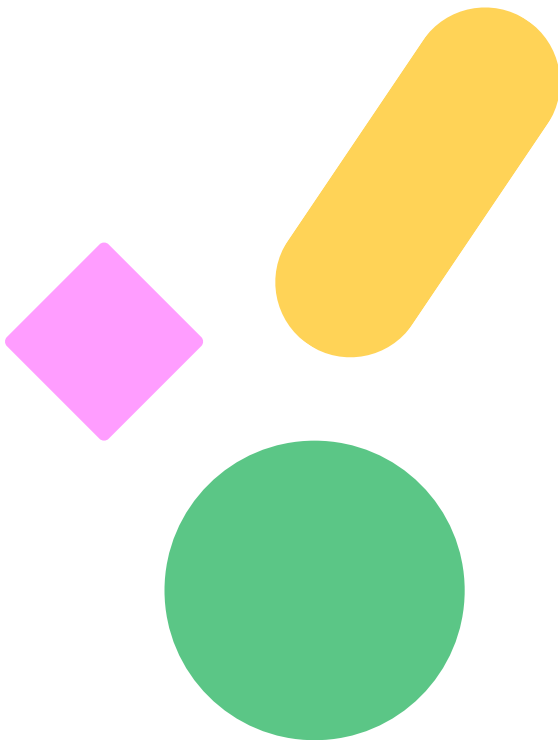
Strictest security and performance standards

Enjoy-enterprise grade peace of mind, smooth, seamless 4K video quality, and no unpleasant surprises. Our platform was created for all institution sizes, with the highest security, privacy, and redundancy standards made for the most stringent organizations around the globe.

The screenshot displays a virtual event management interface. On the left is a navigation menu with options: Overview, Main details, Branding, Registration, Agenda (selected), Speakers, Media, Users, Interactions, Analytics, Integrations, and Settings. The main content area is titled 'Agenda' and lists five sessions for Tuesday, December 14:

Date and Time	Name
10:00 AM - 10:30 AM Tue, December 14	Opening Key... Live Webcast
10:30 AM - 11:00 AM Tue, December 14	Marketing fo... Interactive R...
1:00 PM - 1:30 PM Tue, December 14	Demystifying Marketing Automation Pre-recorded Large Broadcast Unlisted
1:00 PM - 1:30 PM Tue, December 14	Video Experience Delivery DIY Live Broadcast Published

On the right, a live video feed shows two presenters in a virtual studio with a blue background and floating speech bubbles. The video player includes a 'LIVE' indicator, a volume icon, and a full-screen icon. To the right of the video are several reaction emojis: a laughing face, a heart, a hand, a surprised face, and a smiling face with eyes.





So, what are your event needs?

Scroll down to tick your bucket list, and [book a free demo](#) today to learn more!

Get ready for the event

Easy, DIY event creation and promotion (no need for IT!)

- Create a new event from our templates or duplicate a successful past event
- Make it a team effort – invite your team and speakers to build the event and sessions with you
- Flexible agenda – multiple days, single day, or anything in between for any number of attendees.
- Customizable registration
- Customizable email templates for invites and all event-related communication, with an “add-to-calendar” feature
- Connect to existing workflows with marketing automation, analytics, SSO, and BI
- Event website and countdown – for participants to explore sessions, speaker bios, and promotions before the event
- Share the live event on social media or embed it on your institution’s website.
- Event showcase page – highlight upcoming and past events, embeddable on your institution’s website
- Accessibility is a priority: live captions, translation, dubbing, localization, or dual screen for sign language.

It’s showtime

Everything you need to host extraordinary experiences

- Networking opportunities for attendees, event hosts, and speakers through chat, moderation, booths, meetings, and workshops
- Live, prerecorded, meetings, VOD, live to VOD sessions in 4K broadcasting quality
- Add fun with badges, leaderboard, certifications, live reactions, quizzes, and polls
- In-session AI assistant, who arms you with real-time data, insights, tips, and ready-made actions
- Confidence monitor, integrated teleprompter
- Sponsor booths, meeting rooms, event promotions, resources, and lead reports

Can I get an encore?

Everything you need to maximize event ROI

- Create an immersive post-event video hub at the same URL, that collects leads and tracks engagement
- Leverage recorded sessions into marketing & training resources with our integrated editing tools or AI repurposing tools
- Post your event recordings directly to your video portal
- Cross-event analytics – learn how an event performed compared to others
- Integrate Kaltura’s event reports and analytics into marketing automation and BI tools

