



San Francisco agenda

May 14th | 9:00 AM - 4:00 PM

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KQED
2601 Mariposa Street, San Francisco

9:00 AM - 10:00 AM

Break the ice
Coffee's hot. Conversations are already brewing.

✨ **Welcome & Breakfast** ✨

10:00 AM - 10:30 AM

Press play
Let's kick things off with welcoming words from Kaltura's Co-founder, President, Chairman and CEO, **Ron Yekutiel**.
Joined by **Dev Ganesan**, President and CEO of PathFactory (A Kaltura Company)

10:30 AM - 11:00 AM

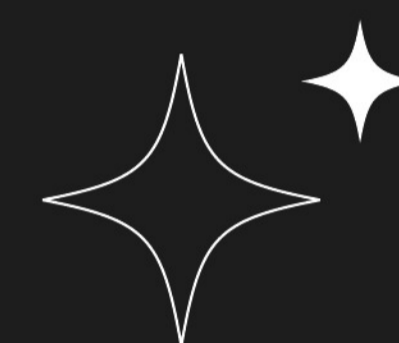
Opening keynote

No safe plays: Marketing at the speed of intent
Unnikrishnan (Unni) KP, SVP of Marketing, Palo Alto Networks
Hosted by: Dev Ganesan, President and CEO of PathFactory (A Kaltura Company)
Ron Yekutiel, Co-founder, President, Chairman and CEO, Kaltura

11:00 AM - 11:25 AM

Kaltura show & tell

The new UI: When engagement becomes agentic
Navi Azaria, Chief Product and Engineering Officer, Kaltura
Yair Neumann, SVP Product, Kaltura



11:25 AM - 12:10 PM

Leadership panel

The art of impact: Storytelling beyond the prompt
Udi Ledergor, Chief Evangelist and Former CMO, Gong
Millie Lapidario, Head of Brand Narrative, Databricks
Christina Mitine, Sr. GTM Leader, Applied AI Solutions, AWS
Ingrid Shults, Associate Director of Future Skills and Growth, EY
Hosted by: Nohar Zmora, SVP of Marketing, Kaltura

12:10 PM - 1:10 PM

Food for thought
Because the best ideas happen between bites.

✨ **Lunch** ✨

1:10 PM - 2:00 PM

Hands-on workshops

Breaking news: The monologue is over
Join Kaltura's experts and your peers to react, debate, and rewrite the headlines shaping conversational AI in the enterprise.

Workshop #1: Yair Neumann , SVP Product, Kaltura	Workshop #2: Lilach Dahan , VP Product Marketing & Enablement, Kaltura & Noa Fenigstein , Senior Director of Content Marketing, Kaltura
Workshop #3: Douglas Flaherty , Account Executive, PathFactory (A Kaltura Company)	Workshop #4: Dana Raviv , Director of Product, Kaltura

2:00 PM - 2:10 PM

Quick recharge
Refill your cup, we're back soon.



2:10 PM - 2:40 PM

Spotlight

The agentic stack: Building systems for real-time journeys
Erin Oles, EVP Global Events and Executive Marketing, Salesforce
Venkata Krishnamurthy, Chief Marketing Technologist, Cisco
Hosted by: Venk Chandran, Chief Product Officer, PathFactory (A Kaltura Company)

2:40 PM - 2:55 PM

Interactive experience

The Agentic Avatar GAME SHOW
A live entertainment experience with a mind of its own.



2:55 PM - 3:15 PM

Award ceremony

Kaltura's digital engagement awards 🏆

3:15 PM - 3:25 PM

Closing remarks from the main stage
A final word before we shift into celebration mode.



3:25 PM - 4:00 PM

Happy hour

Cocktail time 🍷🥂
One last toast – plus swag, smiles, and goodbyes.

Don't miss ✨

The demo shop
Hands-on with Kaltura's Agentic Avatars and PathFactory's content intelligence.

Get your own Avatar
Create your digital twin and share it instantly.

AI Concierge
Your real-time guide for anything you need to know at the event.

AI confessions booth
Enter the zero-judgment zone & get real.

DE&I activation
Break the glass ceiling – and learn more about using AI for inclusivity.

Swag station
Pick something up before you leave.