



# London agenda

**May 19th | 9:00 AM - 4:00 PM**

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Kachette, Shoreditch  
347 Old Street, Shoreditch, London, EC1V 9LP

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

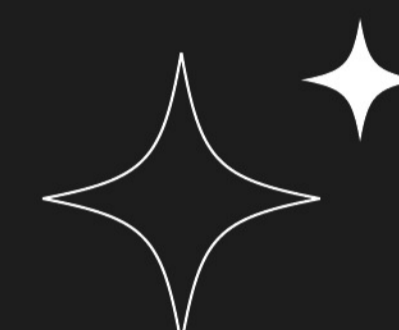
Opening keynote

**Moments that matter: Rethinking ABM in the age of AI**  
**Samara Donald**, Head of Global Account Based Marketing, **AWS**  
**Hosted by: Ron Yekutiel**, Co-founder, President, Chairman and CEO, **Kaltura**  
**Dev Ganesan**, President and CEO of **PathFactory (A Kaltura Company)**

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 real edge: What actually drives pipeline in enterprise marketing**  
**Andrew Fitzgerald**, VP Account Based Marketing, **Kyndryl**  
**Tejinder Dhillon**, Head of Marketing UK&I, **NetApp**  
**Andrew Reed**, Director of Account Based Marketing, **AVEVA**  
**Hosted by: Katie Jones**, EVP of Marketing & Operations, **PathFactory (A Kaltura Company)**

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.

|   |  |   |
|---|--|---|
| <b>Workshop #1:</b><br><b>Yair Neumann</b> , SVP Product, <b>Kaltura</b>  | <b>Workshop #2:</b><br><b>Lilach Dahan</b> , VP Product Marketing & Enablement, <b>Kaltura</b> | <b>Workshop #3:</b><br><b>Ella Bloch</b> , Director of Product, <b>Kaltura</b>                                    |
| <b>Workshop #4:</b><br><b>Talia Wissner-Levy</b> , Director of Product Marketing, <b>Kaltura</b> & <b>Anne Marie Kilgallon</b> , Chief Revenue & Strategy Officer, <b>PathFactory (A Kaltura Company)</b> |  | <b>Workshop #5:</b><br><b>Katie Jones</b> , EVP of Marketing & Operations, <b>PathFactory (A Kaltura Company)</b> |

2:00 PM - 2:10 PM

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



2:10 PM - 2:40 PM

Spotlight

**Built on trust: Innovations in enterprise interaction**  
**Chris Reynolds**, VP of Digital Communications, **BP**  
**Katie Atkinson**, Head of Product Management and Design, Learning, **SAP**  
**Paul Gibbons**, Senior Global Product Leader, **EY**  
**Hosted by: Nicolas Deville**, Senior Director of Enterprise AI Video Solutions, **Kaltura**

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.