



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**

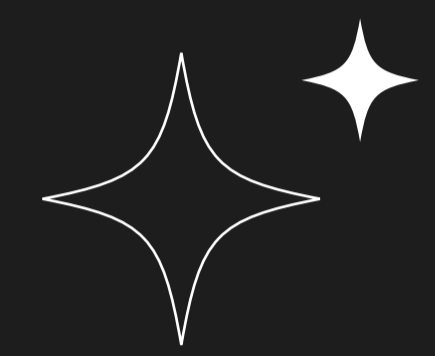
11:00 AM - 11:25 AM

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.

Workshop #1:

Yair Neumann, SVP Product, **Kaltura**

Workshop #2:

Lilach Dahan, VP Product Marketing & Enablement, **Kaltura**

Workshop #3:

Ella Bloch, Director of Product, **Kaltura**

Workshop #4:

Talia Wissner-Levy, Director of Product Marketing, **Kaltura** & **Anne Marie Kilgallon**, Chief Revenue & Strategy Officer, **PathFactory (A Kaltura Company)**

Workshop #5:

Katie Jones, EVP of Marketing & Operations, **PathFactory (A Kaltura Company)**

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

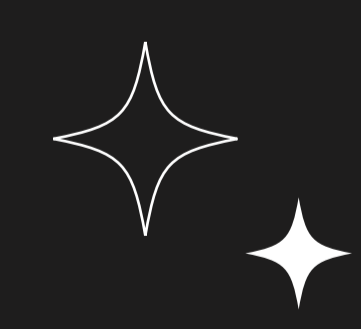
Award ceremony

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.