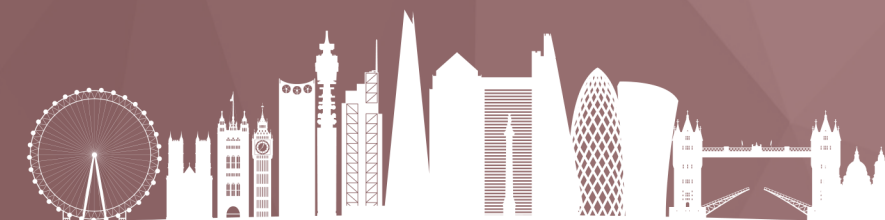


Keynote | [Video Experience Cloud] Creating a Winning Hybrid Events Strategy



LILACH DAHAN

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Crafting a winning events strategy

Lilach Dahan

Director of Product Marketing



The new 'New Normal'

Enterprises

ROI & cost saving pressure

Higher expectations

Customers

How can I engage my customers with less \$?

How do I feel about this product?

Marketers today are required to **BUILD AN AGILE AND RESEILIENT STRATEGY** to attract and retain a **DIGITAL CONSUMER** while contending with **CONSISTENT DISRUPTION**

Welcome to the cost-effective engagement marketing age

Enterprises

ROI & cost saving pressure

**COST-EFFECTIVE
ENGAGEMENT
MARKETING**

Higher expectations

Customers

How can I engage
my customers
with less \$?

- Engage with the product
- Meaningful interaction
- Long-term relationship

And...

- Automate and manage with ease and at scale
- Replicate and repurpose for recurring events and campaigns

How do I
feel about this
product?

Finally, the CMO and CFO agree on something



Virtual events are an excellent option for most customer and prospect engagement opportunities

- ✓ Lower costs
- ✓ Higher registration (10x)
- ✓ Global reach, localization
- ✓ Flexible time span & event duration
- ✓ Top speakers & executive attendees
- ✓ Real-time data points & lead intelligence
- ✓ Flexible, data-rich, sponsor packages
- ✓ Production value over time due to reusability

Virtual events go mainstream, tech stack becomes critical

- Event Tech is marginal
- Buyers are junior event managers
- Virtual is an afterthought at best

- Event Tech becomes lucrative
- Buyer is the CMO
- Virtual is center stage

- Vendor consolidation
- Buyer consolidation
- Virtual stabilizes for many events due to ROI
- In-person doesn't go away but takes a smaller portion due to high costs



The power of virtual reflected in the overused term 'hybrid'



events are increasingly becoming digital experiences

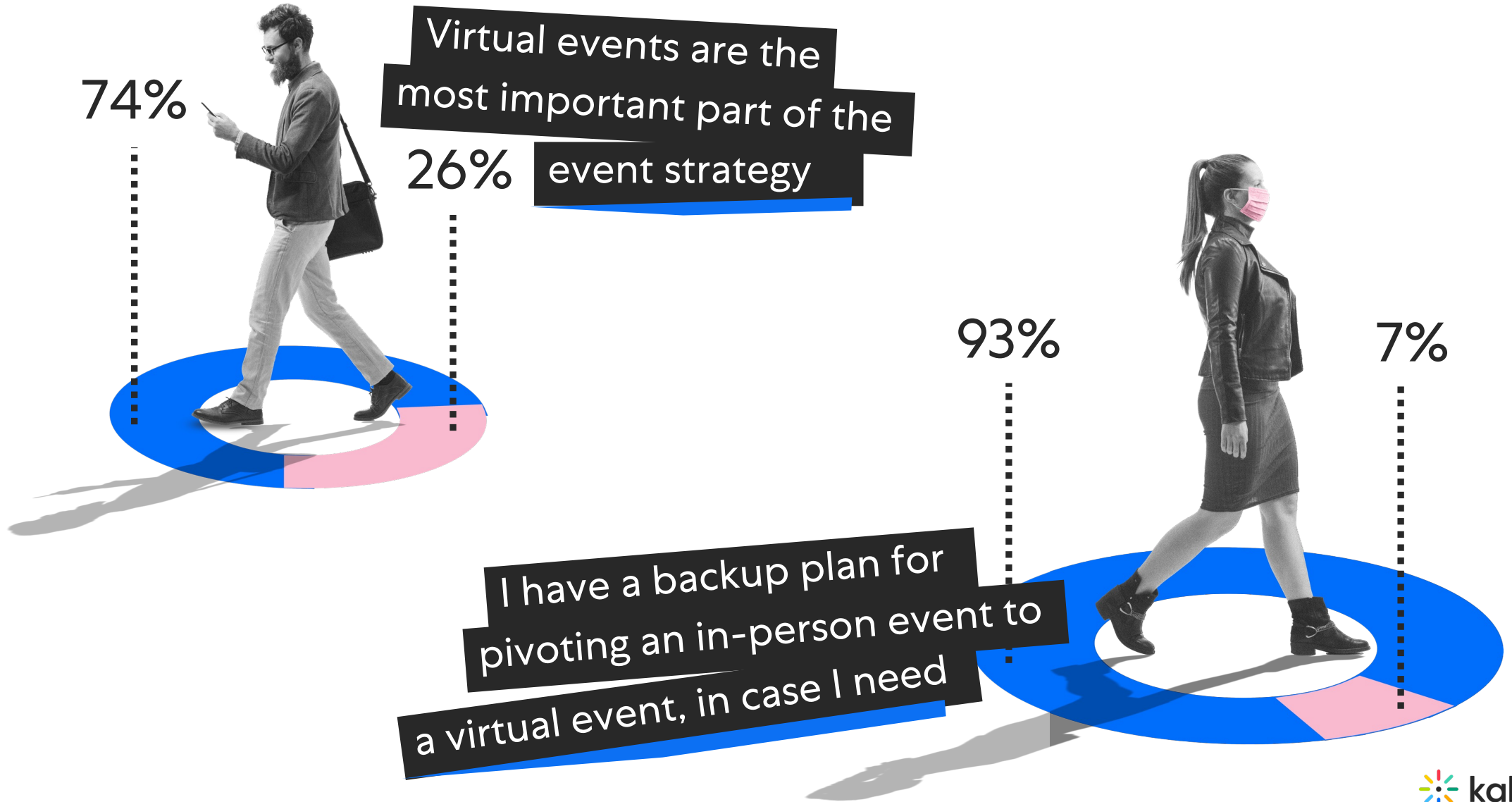


The State of Virtual Events 2022

A global survey of 1250+ organizers and attendees



Marketing strategy is no longer complete without virtual events



Virtual and Hybrid Events are here to stay

90%

Agree

10%

Disagree

All Large-Scale

Events will be Hybrid or

Virtual in the Next 2 years



The New Hybrid - Definitions

Mostly In-Person

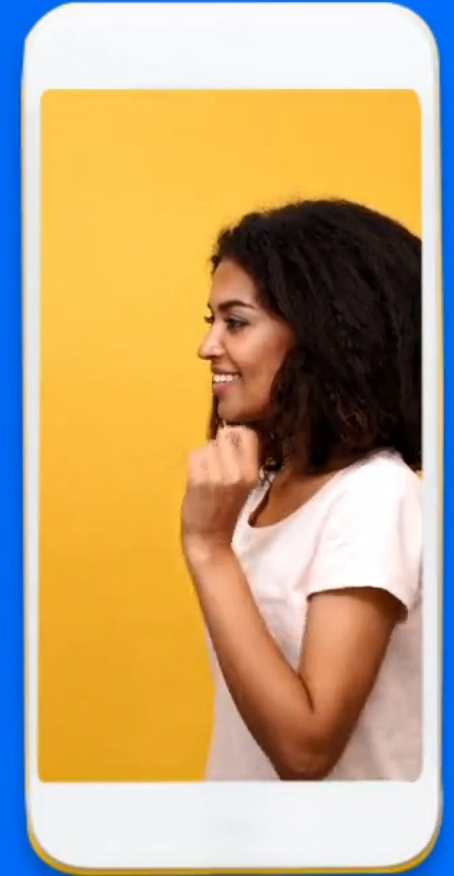
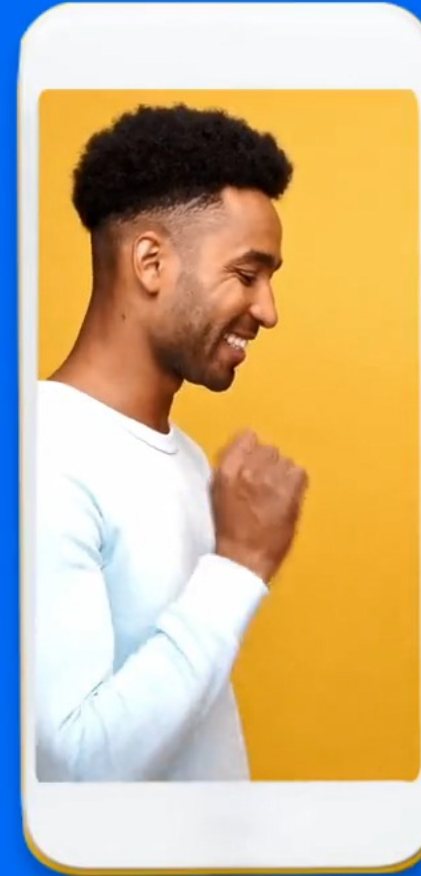
Unified

Mostly Virtual



Engagement tools to boost your virtual events

- Group chat
- 1:1 chat
- Q&A chat (ask the expert)
- Live reactions & crowd reactions
- Polls
- Gamification (leader board, badges)
- Announcements & notifications
- Bring to stage



So which
option best fits
your event
strategy?

Key considerations:

- Brand presence
- Demand generation
- Target audience (prospects, customers, employees, partners, etc.)
- Budget constraints and revenue goals
- Networking and community creation
- Ongoing engagement and nurturing
- Regional and localization needs
- Accessibility considerations - DEI
- Sponsors and partner relationships
- Content mix and distribution channels
- Top tier speaker accessibility

Final Words of Wisdom

1. Content & networking
2. Be data-driven
3. Connect the dots





Thank You!

Questions?

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