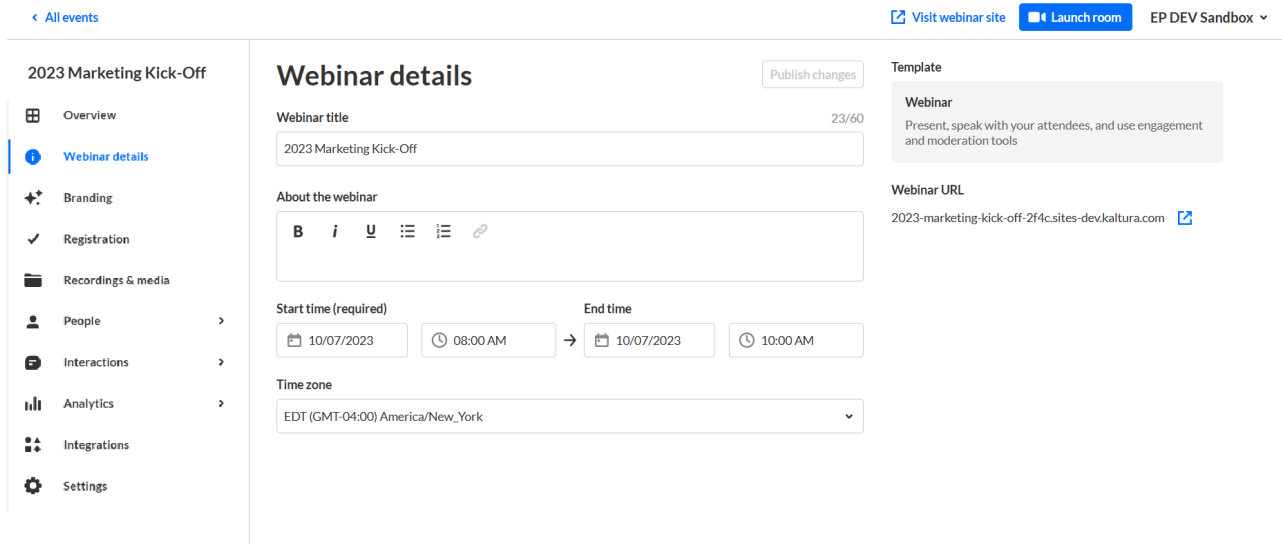


Introduction to Kaltura Webinars

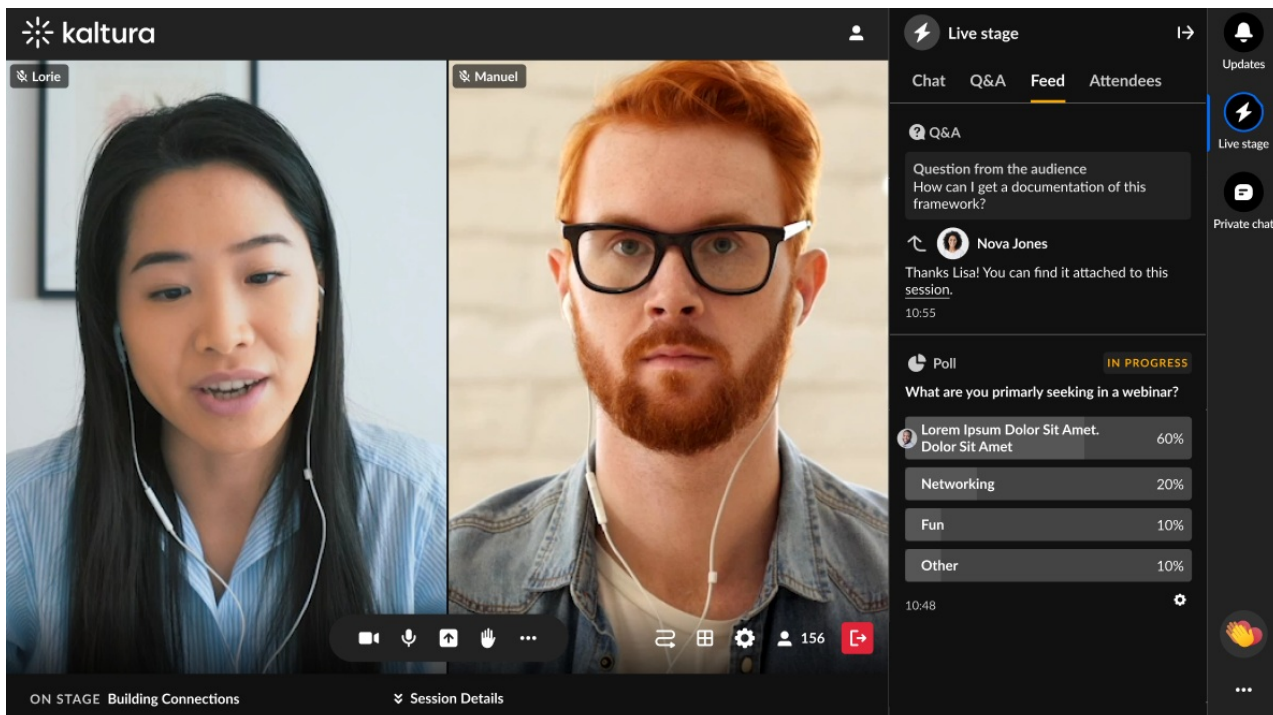
Kaltura Webinars is an all-in-one webinar solution for easily creating, managing, tracking, and automating your annual webinar plan. Every webinar generates a branded site for its full life cycle. This is where attendees can register, watch the webinar live, and then watch an on-demand recording - all at the same URL.

Start by customizing the webinar's landing page.



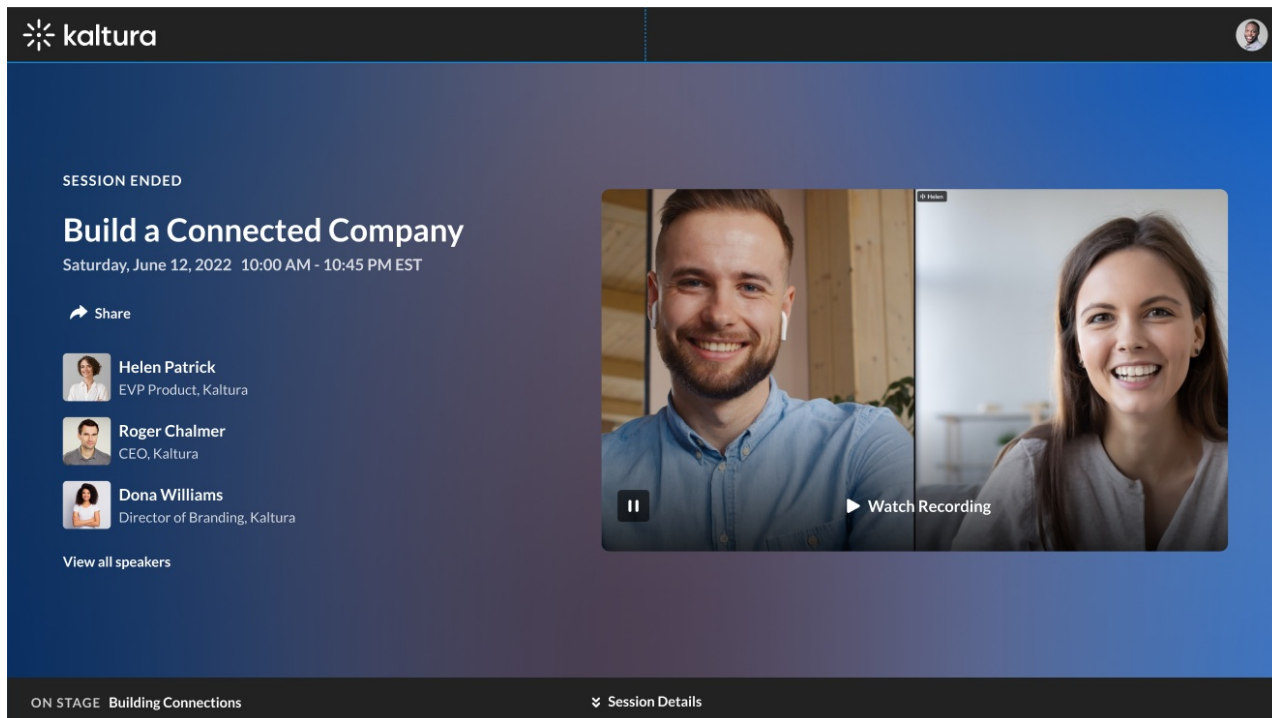
The screenshot shows the 'Webinar details' configuration page in Kaltura. On the left is a sidebar with navigation options: Overview, Webinar details (selected), Branding, Registration, Recordings & media, People, Interactions, Analytics, Integrations, and Settings. The main content area is titled 'Webinar details' and includes a 'Publish changes' button. It contains fields for 'Webinar title' (23/60 characters), 'About the webinar' (with rich text formatting options), 'Start time (required)' (10/07/2023 at 08:00 AM), 'End time' (10/07/2023 at 10:00 AM), and 'Time zone' (EDT (GMT-04:00) America/New_York). On the right, there's a 'Template' section with a 'Webinar' template description and a 'Webinar URL' field showing '2023-marketing-kick-off-2f4c:sites-dev.kaltura.com'.

When inviting speakers and moderators, make them feel appreciated and provide them the tools they will need to manage the session. Then, set the session in advance. Engage and inspire your audience with our chat, polls, reactions, and notifications.

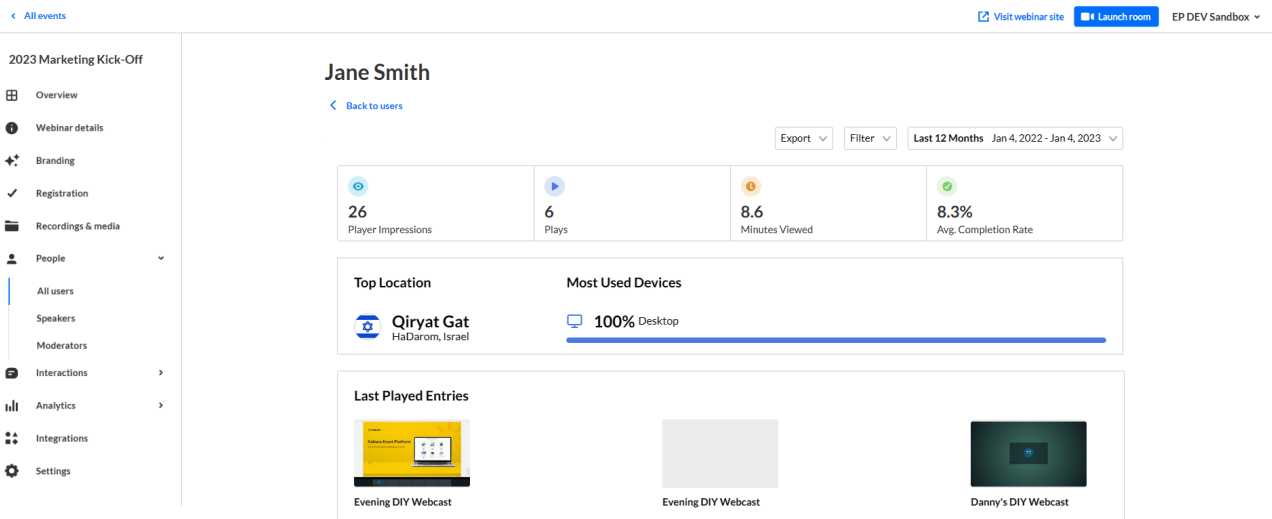


The screenshot shows the Kaltura Live stage interface. It features two video feeds: 'Lorie' (a woman) and 'Manuel' (a man with a beard and glasses). Below the feeds are controls for video, audio, chat, and reactions. At the bottom, it says 'ON STAGE Building Connections' and 'Session Details'. On the right side, there's a sidebar with tabs for 'Live stage' (selected), 'Chat', 'Q&A', 'Feed', and 'Attendees'. The 'Live stage' tab shows a 'Q&A' section with a question from the audience and an answer from 'Nova Jones'. Below that is a 'Poll' section titled 'What are you primarily seeking in a webinar?' with options: 'Networking' (20%), 'Fun' (10%), and 'Other' (10%). The poll is marked 'IN PROGRESS'.

During the session, invite attendees to ask questions "on stage" and use the timeline feature to ensure a smooth session. Once the session ends, the automatic recording will be available to your attendees at the very same URL at which you hosted the webinar.



Check the analytics area and marketing automation integrations to gain important insights and push valuable leads down the funnel. Effectively use the registration form, live analytics, and email notifications to optimize your webinar in real-time.



You can find detailed instructions for every aspect of using Kaltura Webinars in the articles that follow. Good luck!

[template("cat-subscribe")]