



How to create and customize a webinar

Quick user guide



Getting started

[Logging in](#)

[Create a webinar](#)

Set up the webinar site

[Webinar details tab - Edit the site details](#)

[Branding tab - Brand the webinar](#)

[Registration tab – Registration](#)

[People tab > All users – Invite participants](#)

[People tab > Speakers - Invite speakers](#)

[People tab > Moderators – Invite moderators](#)

[Interactions tab - Notifications](#)

[Interactions tab - Chat settings](#)

[Webinar showcase](#)

Set up the meeting room

[Launch the room and prepare it](#)

[Recordings and media tab – Recordings and media](#)

[Chat and collaboration widget](#)

[Moderator view](#)

[Engagement tools](#)

Post webinar

[People tab > All users - User analytics](#)

[Analytics tab - Registration analytics](#)

[Analytics tab - Engagement analytics](#)

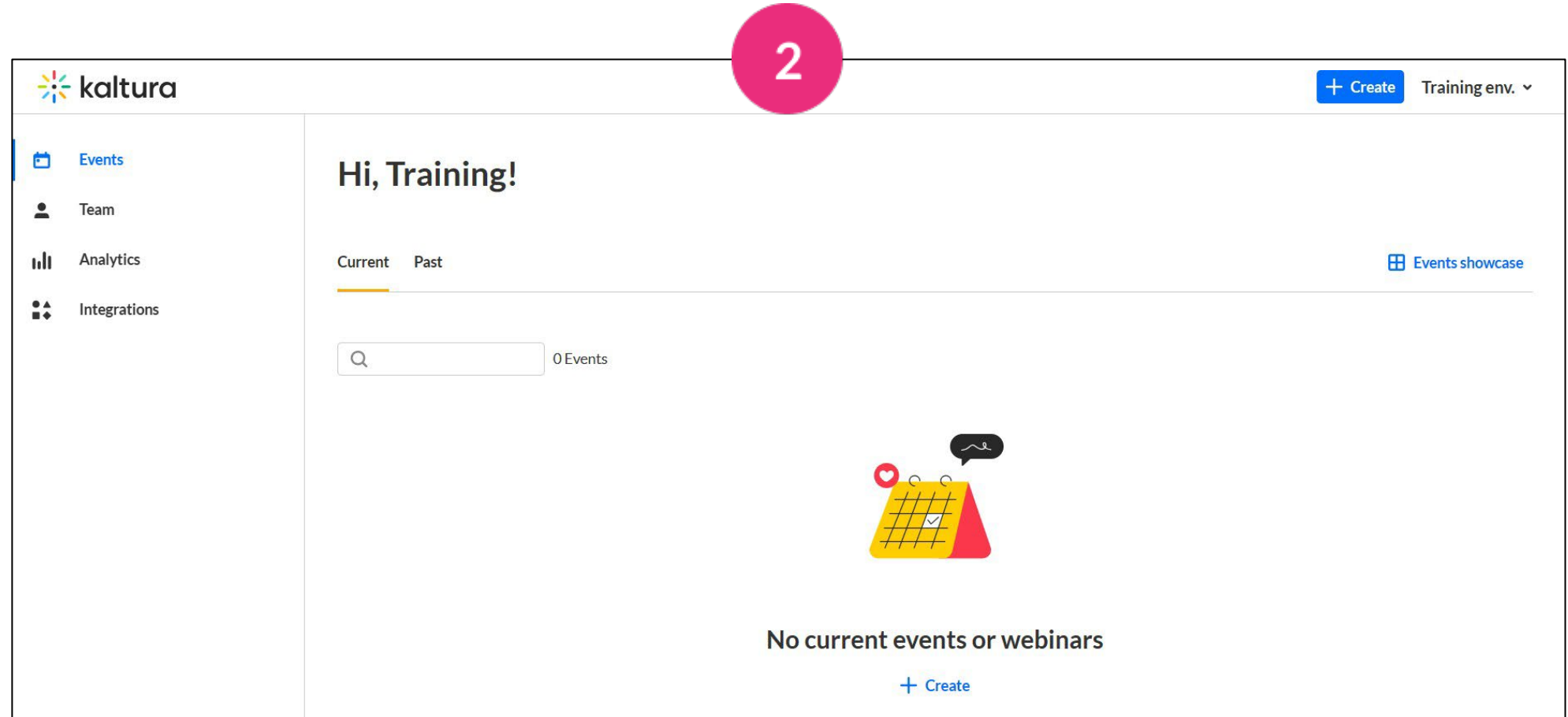
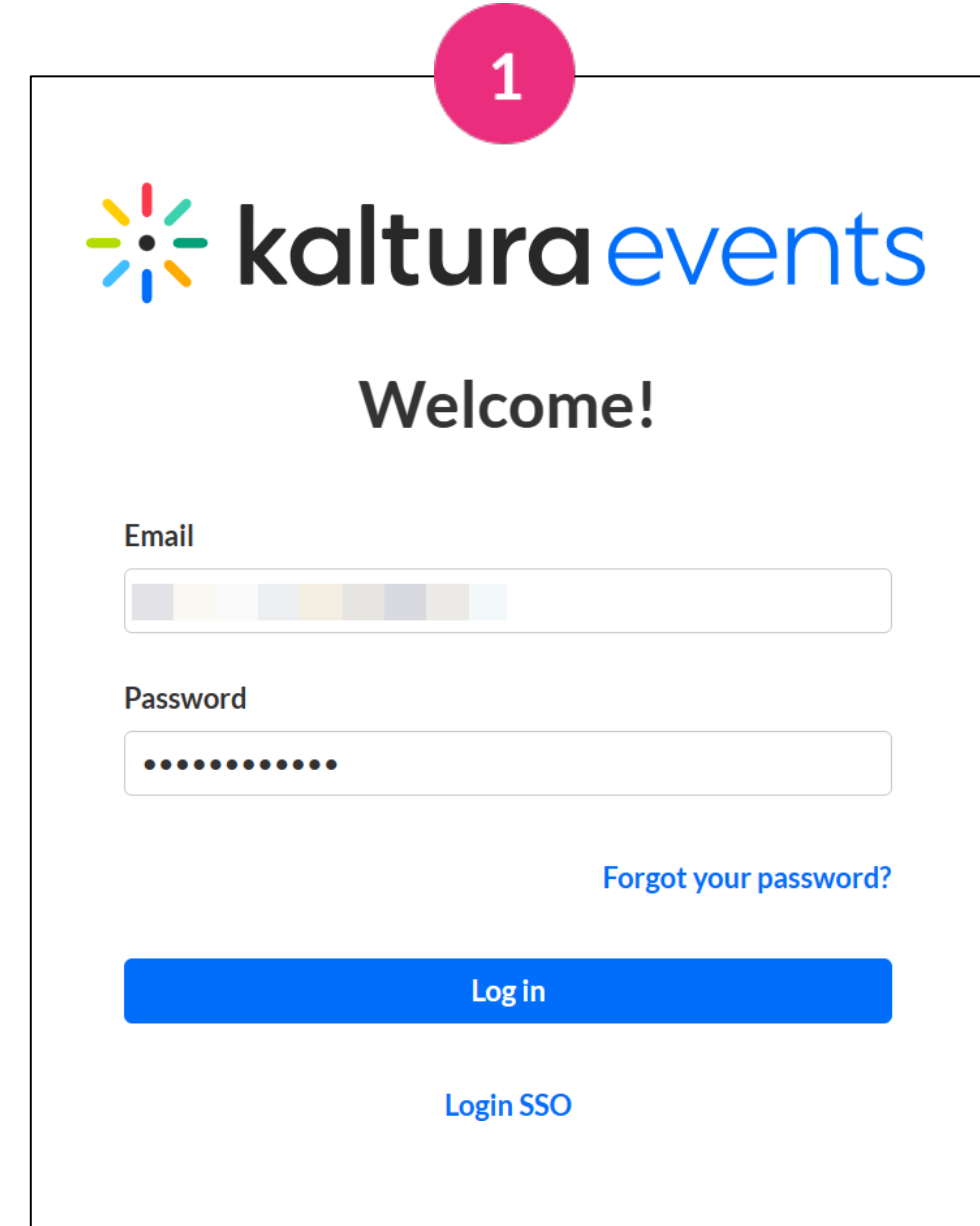
[Analytics tab - Reports](#)

[Cross-webinar analytics](#)

Getting started

1 | Logging in

- 1 Access the Kaltura Events URL, type your email and password, then click **Log In**.
- 2 The Kaltura Webinars Account home page displays with the Events tab open by default.



2 Create a webinar

- 1 On the Kaltura Webinars Account home page, click **+ Create**.
- 2 In the Let's start with your topic page, enter title and short description, or try out Kaltura's AI powered topic generator. Click **Continue**.
- 3 In the Now set up the date & time page, choose a date and time your webinar will start, a duration for your webinar, and a time zone. For ideas on the webinar agenda, try out Kaltura's AI powered webinar agenda. Click **Continue**.
- 4 Once the building process is complete, the site page displays with the Overview tab open by default.

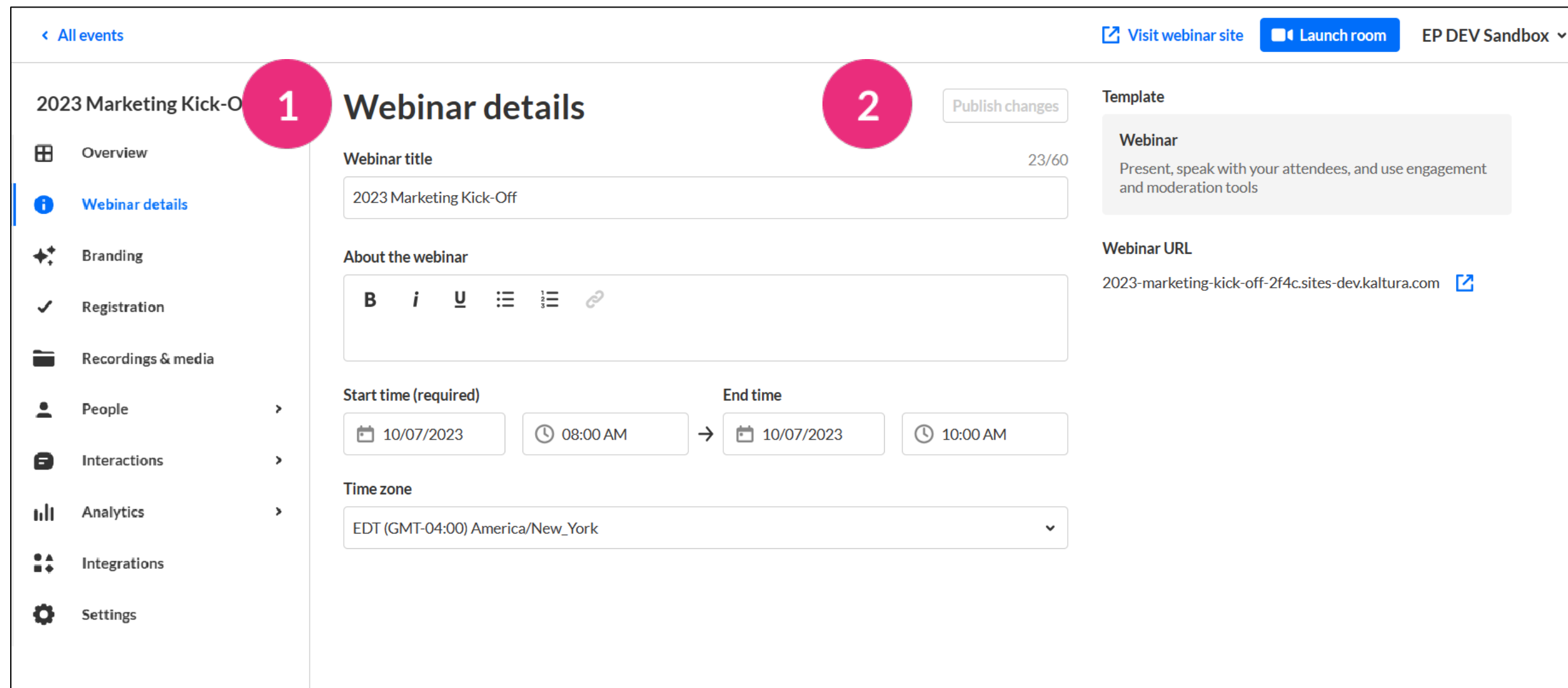
The image displays four sequential screenshots of the Kaltura webinars account interface, illustrating the steps to create a webinar:

- Step 1:** The home page shows the "Hi, Training!" greeting and a "+ Create" button in the top right corner.
- Step 2:** The "Let's start with your topic" page is shown, featuring a form for "Title" and "Short description", and an AI-generated list of topic options such as "Unleashing Success: Marketing Kick-Off 2023".
- Step 3:** The "Now set up the date & time" page is shown, with fields for "Date" (01/14/2024), "Time" (02:00 PM), and "Duration (Minutes)" (30), along with a "Time zone" dropdown menu.
- Step 4:** The "Overview" page is shown, displaying the webinar details for "2023 Marketing Kick-Off", including the date and time (7/10/23 8:00 AM - 7/10/23 10:00 AM), and a list of tasks to complete the setup, such as "Integrate your marketing automation system" and "Invite speakers and moderators".

Set up the webinar site

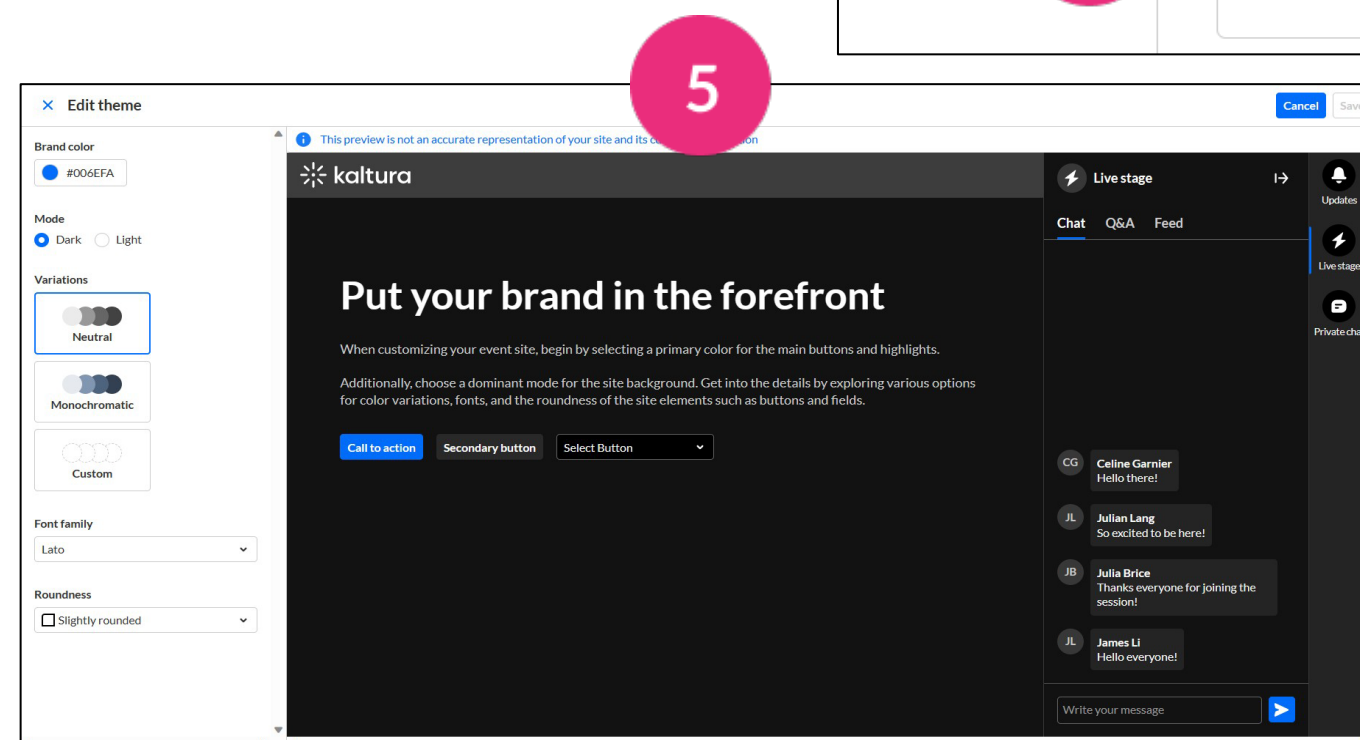
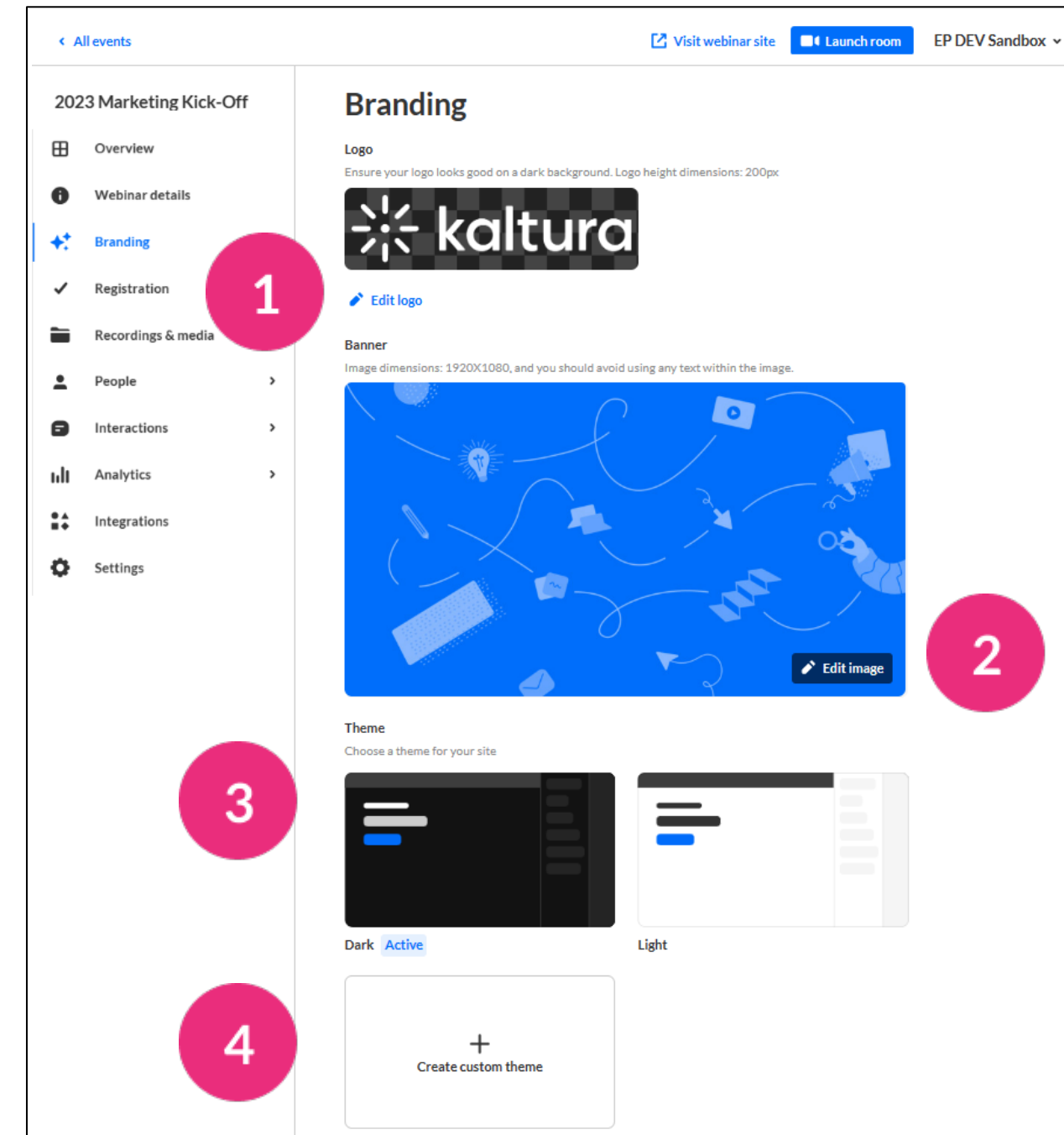
3 Webinar details tab - Edit the site details

- 1 Edit the webinar title, description, start and end time, and time zone. You may also view the webinar URL, access the webinar site, and launch the room from this page.
- 2 Click **Publish changes** when done.



4 Branding tab - Brand the webinar

- 1 Click **Edit logo** to add your logo.
- 2 Click **Edit image** to add a banner.
- 3 To activate a theme, hover over the desired theme, then click **Activate theme**.
- 4 To edit a theme, click **+ Create custom theme** or click the three blue dots on the lower right corner of the custom theme, then choose **Edit**.
- 5 The Edit Theme screen displays. Edit theme as desired, then click **Save**.



5 Registration tab – Registration

- 1 To edit the registration details, click the **Edit** button.
- 2 The Registration form displays. Edit the registration details as desired, then click **Save**.
- 3 Click the red **Unpublish** button to unpublish registration. Once unpublished, you can click **Publish** to re-publish.
- 4 Click the blue **Enable** button to activate Webhook. To view details, click the blue **View details** button.
- 5 In the **Webhook** screen, copy parameters to paste into your external marketing system, i.e., configuring the webhook handshake.

The screenshot shows the 'Registration' tab in the Kaltura interface. It includes a sidebar with navigation options like Overview, Webinar details, Branding, Registration, Recordings & media, People, Interactions, Analytics, Integrations, and Settings. The main content area is divided into 'Registration form' and 'Webhook' sections. Callout 1 points to the 'Edit' button in the Registration form section. Callout 2 points to the 'Save' button in the 'Registration page' modal. Callout 3 points to the 'Unpublish' button in the Registration form section. Callout 4 points to the 'Enable' button in the Webhook section. Callout 5 points to the 'Webhook' details modal, which shows the Webhook URL, a key, and a table for form field mapping.

Field label	POST parameter	Additional info
Email *	→ email string	Email format
First name *	→ firstName string	
Last name *	→ lastName string	
Country	→ country string	Copy value
State	→ state string	
Job title	→ title string	
Company	→ company string	
Accept the terms of the...	→ termscond1 boolean	True/False value

6 | People tab > All users – Invite attendees

- 1 Select the **People tab > All users**, then click the **Invite** button.
- 2 The Invite window displays. Complete the user's information and role, then click **Invite**.
- 3 You may edit, block, delete, and view analytics on registered attendees by clicking the three blue dots to the right of the creation date.

The screenshot displays the 'Users' management interface for a webinar. The main area shows a table of users with columns for Name, Email, Role, Registration Type, Status, and Creation date. A user named 'John Smith' is listed with the role of 'Moderator' and a status of 'Invited'. To the right of the table is an 'Invite' button. Below the table, an 'Invite' modal is open, containing a form with fields for Email (required), First name (required), Last name (required), and a section for 'Additional roles' with checkboxes for 'Moderator' (checked) and 'Speaker'. There is also a section for 'User details' with fields for Title, Company, and Bio, and an 'Upload image' button. A 'Cancel' and 'Invite' button are at the top right of the modal. To the right of the main interface, a dropdown menu is shown for the 'Creation date' of the user, with options for 'Edit', 'Block from site', and 'View analytics'. Three red circles with numbers 1, 2, and 3 are overlaid on the image to indicate the steps described in the text.

7 | People tab > Speakers – Invite speakers

- 1 Select the **People tab > Speakers**, then click the **Invite speaker** button.
- 2 The Invite window displays. Complete the user's information and role, then click **Invite**.
- 3 You may edit, block, delete, and view analytics on registered attendees by clicking the three blue dots to the right of the creation date.

The screenshot displays the Kaltura interface for managing speakers. On the left, a sidebar shows the navigation menu with 'Speakers' selected under the 'People' tab. The main content area is titled 'Speakers' and shows '0 Speakers'. A blue 'Invite speaker' button is located in the top right corner. Below this, there is a placeholder for a speaker's profile with the text 'No speakers yet' and a '+ Invite Speaker' button. An 'Invite' modal window is open, containing the following fields and options:

- Email (required)**: A text input field.
- First name (required)** and **Last name (required)**: Two text input fields.
- Additional roles**: Two checkboxes, 'Moderator' (unchecked) and 'Speaker' (checked).
- User details**:
 - Title** and **Company**: Two text input fields.
 - Bio**: A text area with a character count of 0/2500.
- Image upload**: A section with a 'Required size: 500x500 px' and an 'Upload image' button.

At the bottom of the modal are 'Cancel' and 'Invite' buttons. To the right of the 'Speakers' list, a 'Creation date' field shows '10/19/22' with a three-dot menu. The menu options are 'Edit', 'Block from site', and 'View analytics'.

8 | People tab > Moderators – Invite Moderators

1 Select the **People tab > Moderators**, then click the **Invite moderator** button.

2 The Invite window displays. Complete the user's information and role, then click **Invite**.

3 You may edit, block, delete, and view analytics on registered attendees by clicking the three blue dots to the right of the creation date.

The screenshot displays the Kaltura Moderators management interface. On the left is a navigation sidebar for 'Sales Kick-off 2023' with options like Overview, Webinar details, Branding, Registration, Recordings & media, People, Interactions, Analytics, Integrations, and Settings. The main area shows the 'Moderators' section with a search bar and a table listing moderators. One moderator, 'Sam Jones', is listed with a status of 'Invited'. A blue 'Invite moderator' button is visible in the top right of the moderators list. An 'Invite' modal window is open in the foreground, containing fields for 'Email (required)', 'First name (required)', 'Last name (required)', 'Additional roles' (with 'Moderator' selected), 'User details' (including a profile picture upload area with a 500x500 px requirement), 'Title', 'Company', and 'Bio'. At the bottom of the modal are 'Cancel' and 'Invite' buttons. A dropdown menu is open over the 'Creation date' field of the 'Sam Jones' moderator, showing options: 'Edit', 'Block from site', and 'View analytics'. Three red circles with numbers 1, 2, and 3 are overlaid on the image to indicate the steps described in the text.

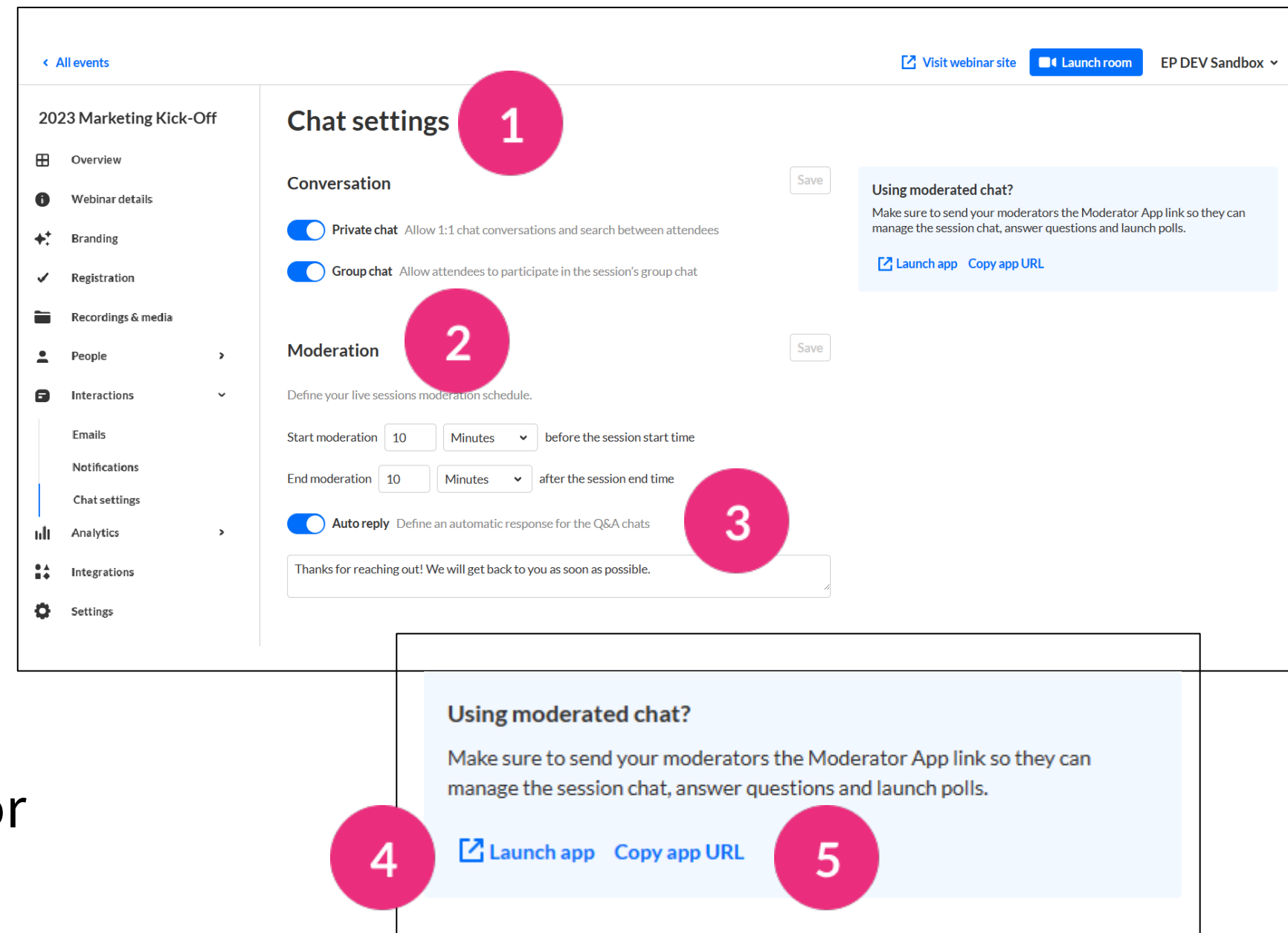
9 Interactions tab - Notifications

- 1 Click the blue **Create** button and choose Announcement or Crowd reaction.
- 2 The New Notification screen displays. Enter the notification message, the sender and target audience details as well as the notification scheduling.
- 3 Select the button in the top right corner respective to your scheduling choice, i.e., **Post Now/Schedule/Save to drafts.**

The screenshot shows the 'Notifications' page in the Kaltura interface. A sidebar on the left lists various event management options, with 'Interactions' selected. The main content area is titled 'Notifications' and includes a 'Create' button in the top right corner, marked with a pink circle '1'. Below this, there are filters for search, type, and audience, showing '0 Notifications'. A 'New notification' modal is open, showing a preview of the notification message. The modal has 'Cancel' and 'Post Now' buttons in the top right, with 'Post Now' marked with a pink circle '3'. The modal contains several sections: 'Sender Details' with radio buttons for 'Organizer', 'Speaker', and 'Custom'; a 'Sender name' field with an 'Upload' button; a 'Message' field with a character count of '32/150'; a 'Button' section with radio buttons for 'No button', 'Recommended buttons', and 'Custom'; a 'Target Audience' dropdown menu currently set to 'All attendees'; and a 'Notification Scheduling' section with radio buttons for 'Post now', 'Schedule', and 'Save to drafts'. A pink circle '2' is placed over the modal's title bar.

10 | Interactions tab - Chat settings

- 1 Choose to enable/disable **Conversations** by sliding the button next to the conversation type. Click **Save**.
- 2 Set when you would like **Moderation** to start and end for your live session. Click **Save**.
- 3 Click to enable **Auto reply** and type the desired reply text. Click **Save**.
- 4 Click **Launch app** to launch Kaltura's Moderator app.
- 5 Click **Copy app URL** to share a link to the app with your moderators.



11 Webinar showcase

- 1 To customize your Showcase page, click **Events showcase** on the Kaltura Webinars home page.
- 2 The Events Showcase page displays. Customize the page title, description, and logo. Copy the **Page URL** to share with prospects. Click the **Embed** tab to copy the embed code to paste into your website. Click **Publish changes** when finished.
- 3 To publish additional webinars to your Showcase page, click the three blue dots to the right of the desired webinar on the Kaltura Webinars home page, then choose **Publish to showcase**. The Publish on Showcase page displays. Make your selections, then click **Save changes**.

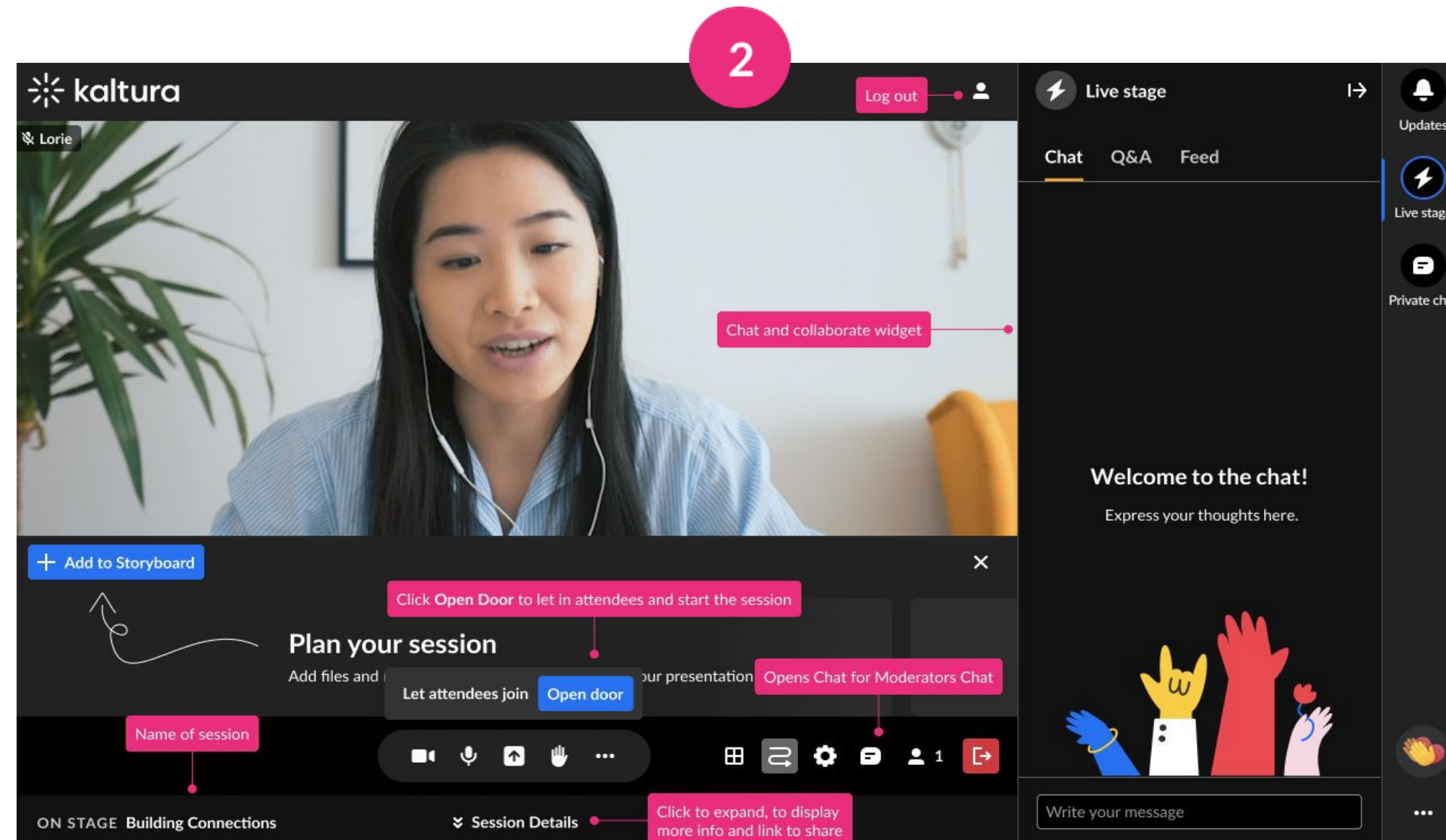
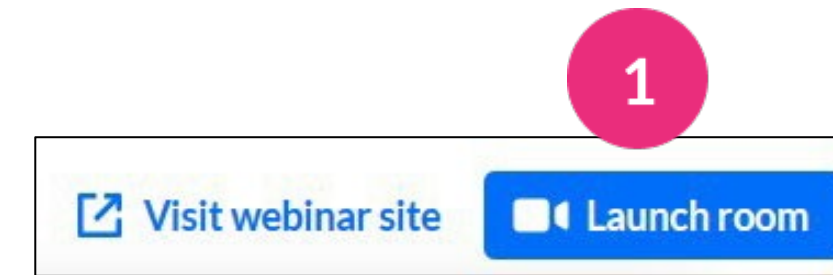
The image illustrates the three steps of creating and publishing a webinar showcase page on Kaltura:

- Step 1:** The Kaltura home page is shown with the 'Events showcase' button highlighted in a pink circle. The page title is 'Hi, Training!' and there is a search bar for events.
- Step 2:** The 'Events showcase' customization panel is shown. It includes a 'Page URL' field with the value 'http://12345-collections.sites/kaltura.com', a 'Page title' field with 'Kaltura events', and a 'Page description' field. There are also 'Copy URL', 'Visit Showcase', and 'Embed' options. A 'Publish changes' button is at the bottom.
- Step 3:** The 'Publish on Showcase' dialog box is shown. It has a 'Published' toggle switch (checked) and a 'Highlight this event on the Showcase page' checkbox (checked). There is a preview of the event card and 'Cancel' and 'Save changes' buttons at the bottom.

Set up your meeting room

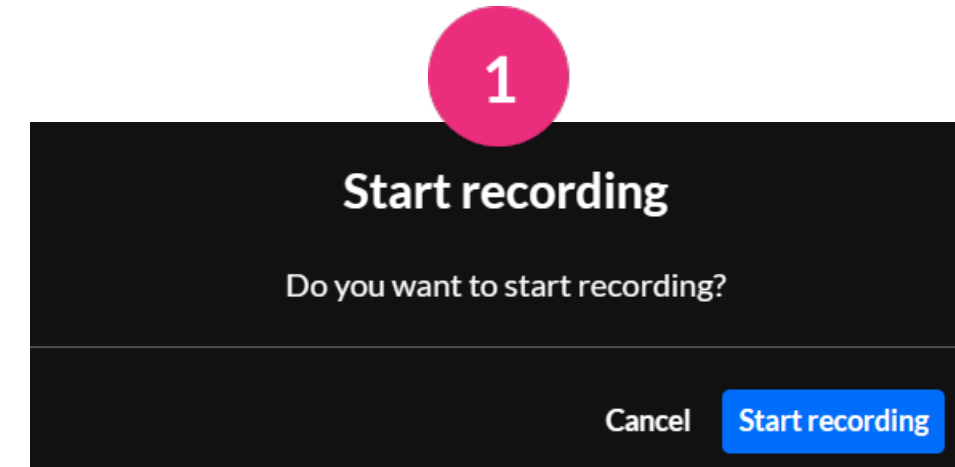
12 | Launch the room and prepare it

- 1 Click the **Launch room** button at the top right corner your Webinar page. Click to allow or block your microphone and camera, then click **Join stage** or **Join as Viewer**. You're in!
- 2 The Kaltura Meetings/Virtual Classroom room is displayed. Plan your session including uploading media and files sharing via the Storyboard.

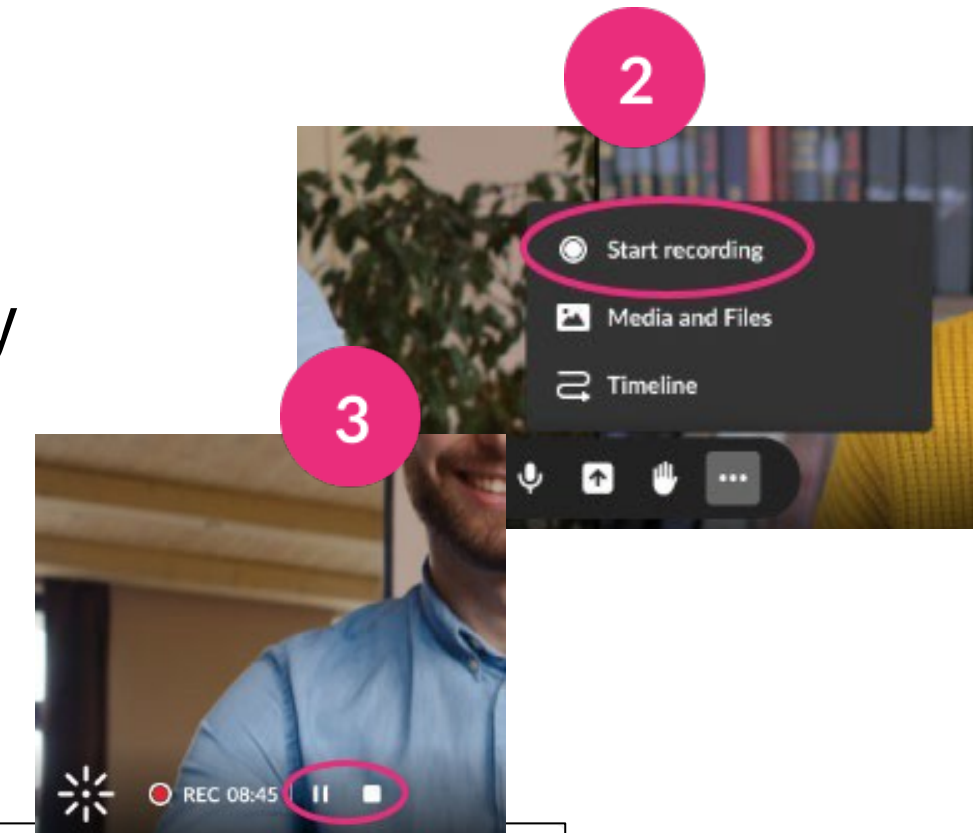


13 | Recordings and media tab – Recordings and media

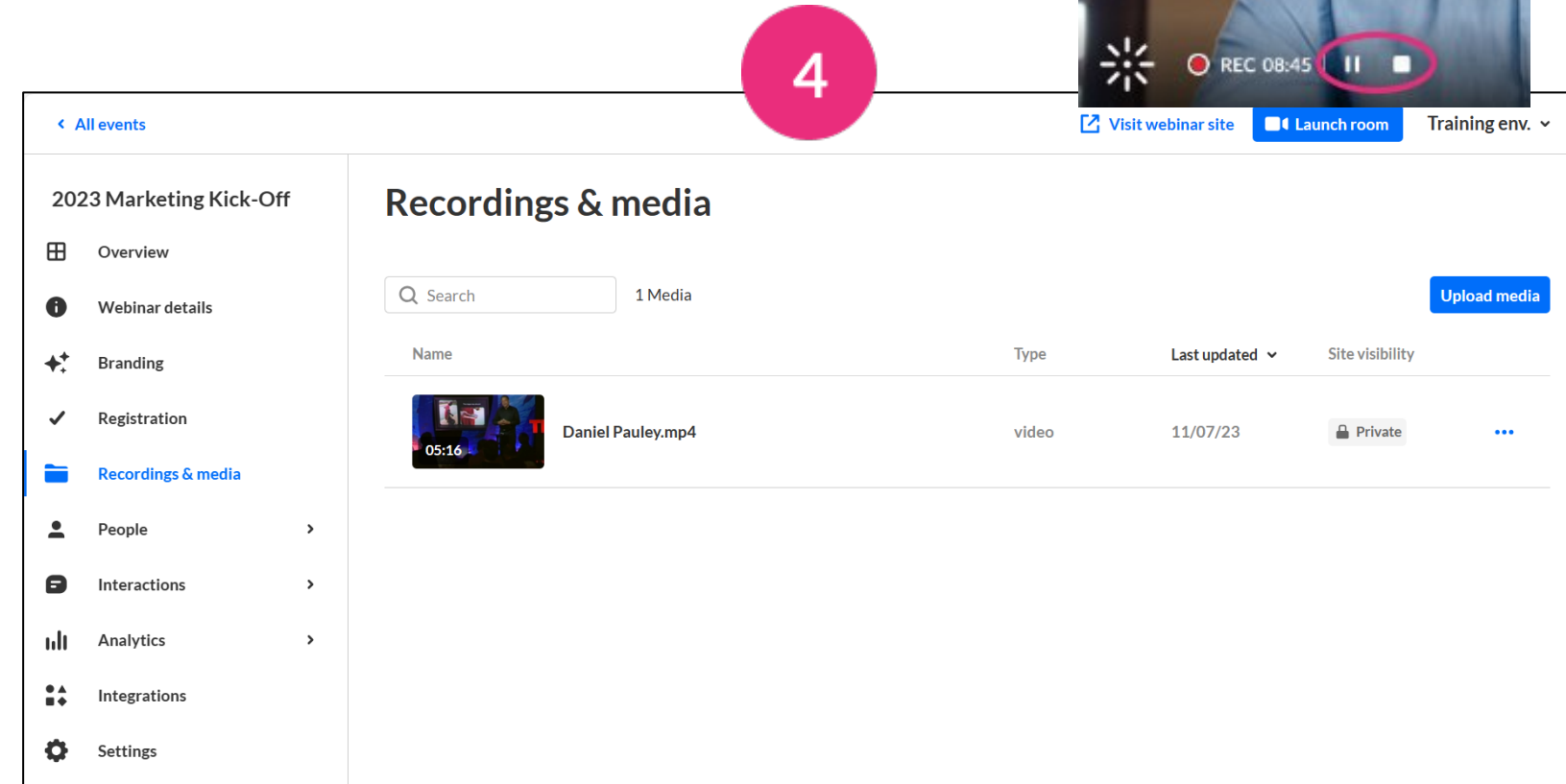
1 Once you “open the door” and let attendees join, you are asked whether you would like to start recording. Click **Cancel** if you do not want to start recording. Click **Start recording** if you would like to start recording.



2 Otherwise, you can begin recording at any point later in the session by clicking the three dots button and choosing **Start recording**.



3 Select the **Pause** and **Stop** button to control the video recording.

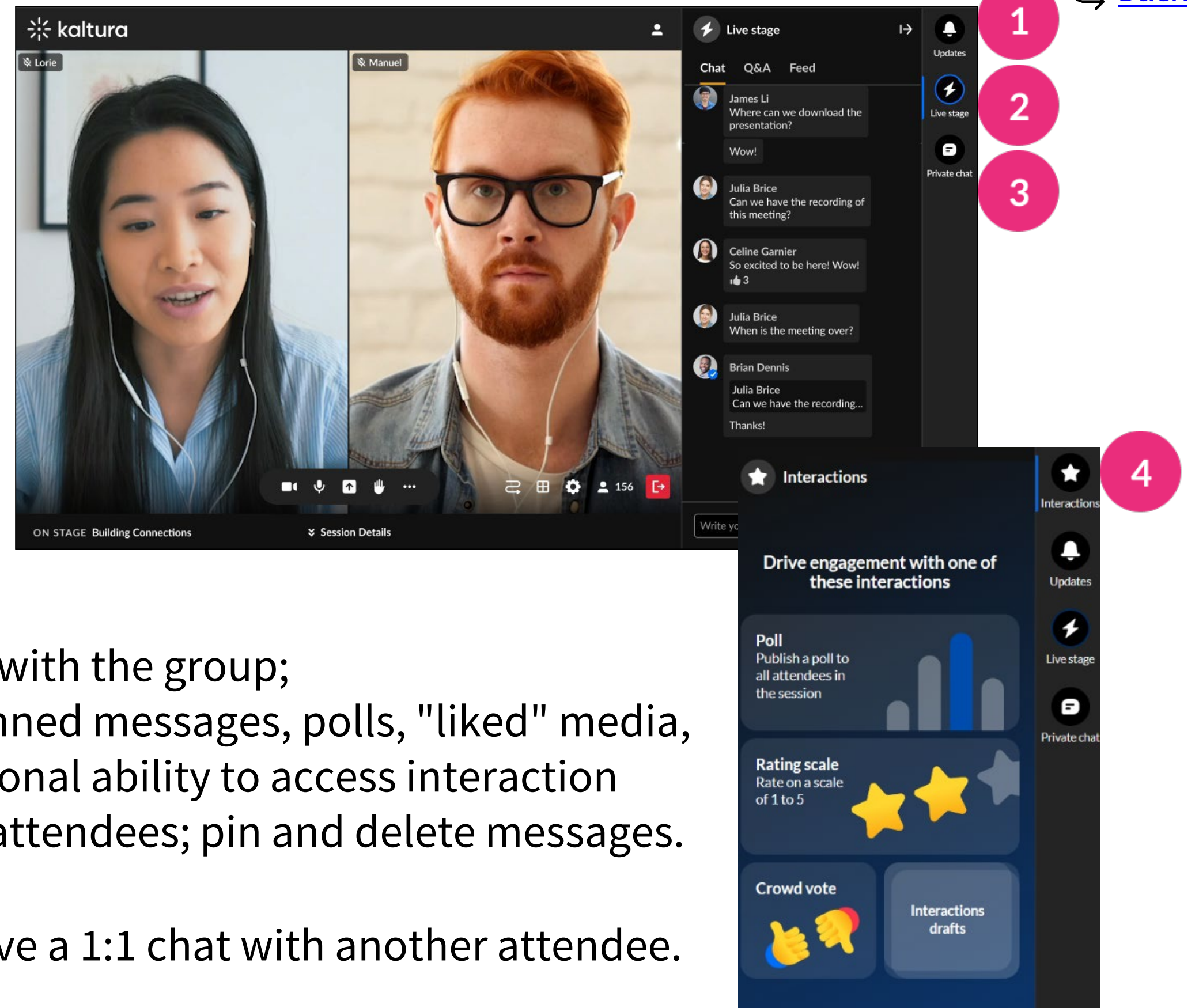


4 Once the webinar has ended, the recording is automatically published to the **Recordings and media** tab.

14 | Chat and Collaborate widget

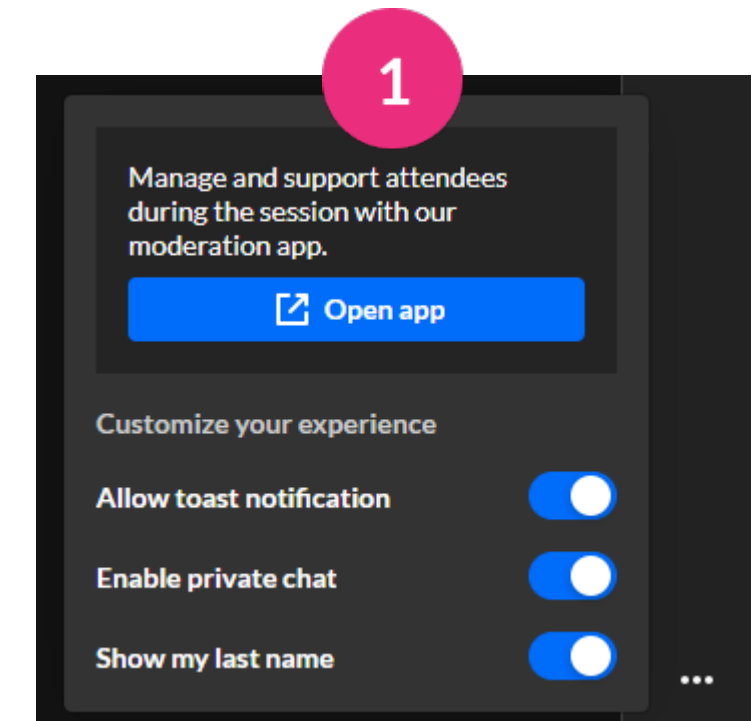
The Chat and Collaborate widget is located on the right sidebar in desktop (shown here) and on the bottom of the screen in mobile. The widget is comprised of three main tabs:

- 1 The **Updates** tab displays the notifications sent from the moderator to all participants during the session.
- 2 The **Live Stage** tab allows attendees to chat with the group; ask questions to the moderator; and view pinned messages, polls, "liked" media, and interactions. Moderators have the additional ability to access interaction capabilities; answer questions from session attendees; pin and delete messages.
- 3 The **Private Chat** tab allows attendees to have a 1:1 chat with another attendee.
- 4 Moderators have an additional tab, **Interactions**, that allows a moderator to publish interaction tools, including text polls, rating scales, and crowd votes.



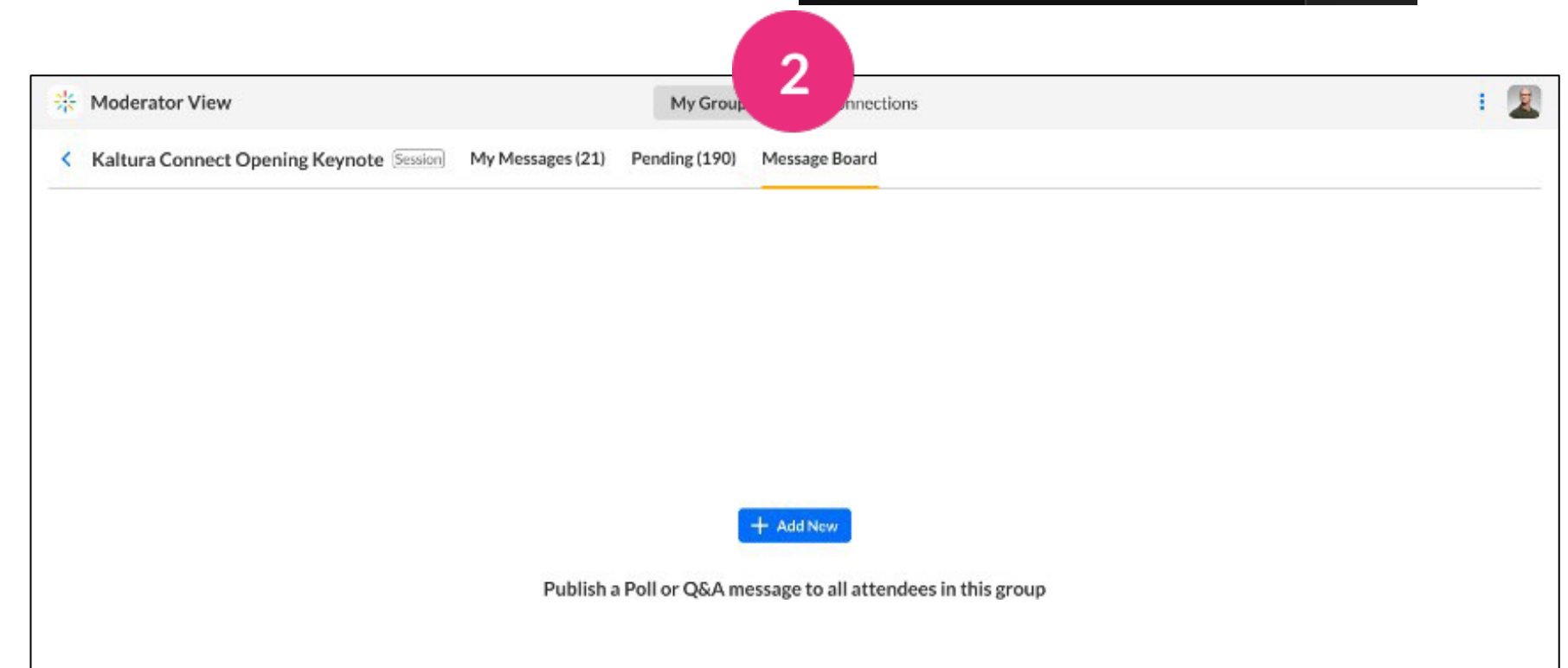
15 | Moderator view

- 1 Users who are assigned as a moderator, may access the Moderator App in one of two ways –
 - ✓ Via a direct URL provided by the event team.
 - ✓ By clicking the three dots in the lower right corner of the Chat & Collaboration widget and clicking **Open app**.



- 2 Moderators can manage all messages and conversations – both their personal connections and the moderators' connections, including:

- ✓ Publish Q&As to all the attendees in the moderated context.
- ✓ Publish FAQs during a live session for all attendees to see.
- ✓ Publish general Q&As on a channel page even before the webinar starts to make information more accessible to attendees.



16 Engagement tools

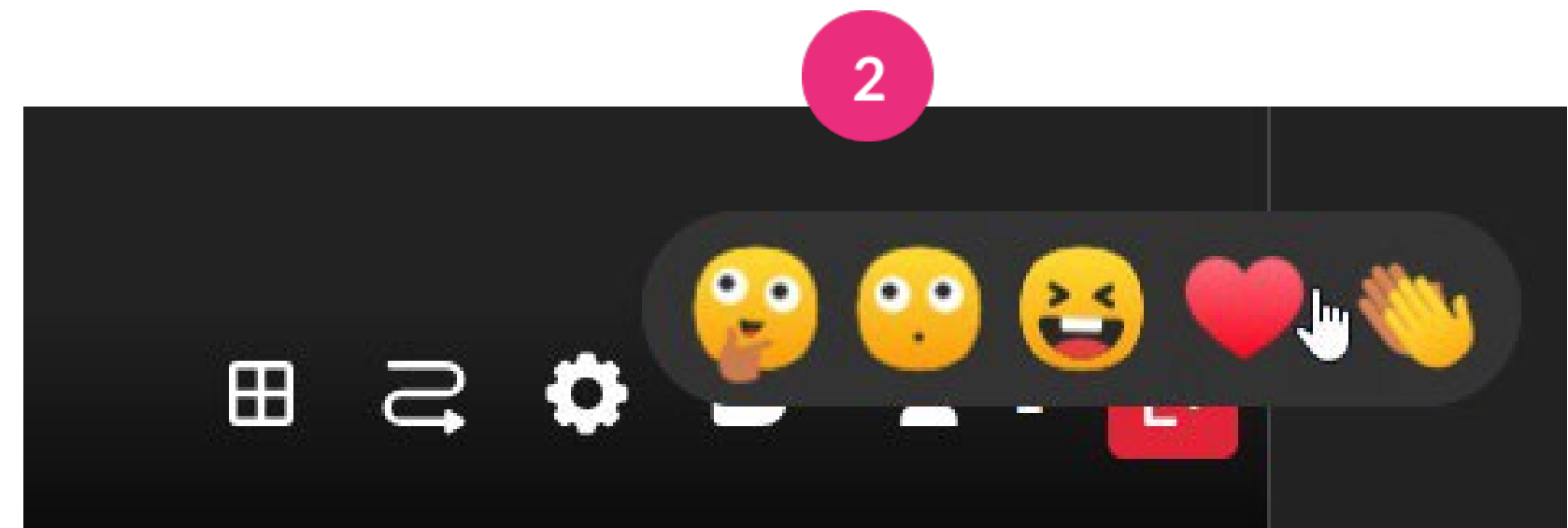
1 Crowd Reactions:

Emphasize key moments in your webinar with a sprinkle of confetti, which can be scheduled before hand or manually initiated during the webinar itself. The confetti displays on the entire screen, whether the attendee is in full- screen mode or not. See [Create and Manage Notifications](#).



2 Attendee Reactions:

Attendees may “react” in real-time during the webinar by using reactions that simulate applause, laughter, and much more. Hover over the Reactions icon (clapping hands). The available reaction types display horizontally. Click the desired reaction.



Post webinar

17 | People tab > All users - User analytics

- 1 To view user analytics, click the **People tab** > **All users**.
- 2 Click the three blue dots to the right of the user creation date and choose **View analytics**.

The available data includes player impressions, plays, minutes viewed, and average completion rate; top location and most used devices; last played entries; as well as the viewing engagement funnel.

Additionally, the report supports exporting specific analytics and filtering, sorting, and comparing periods.

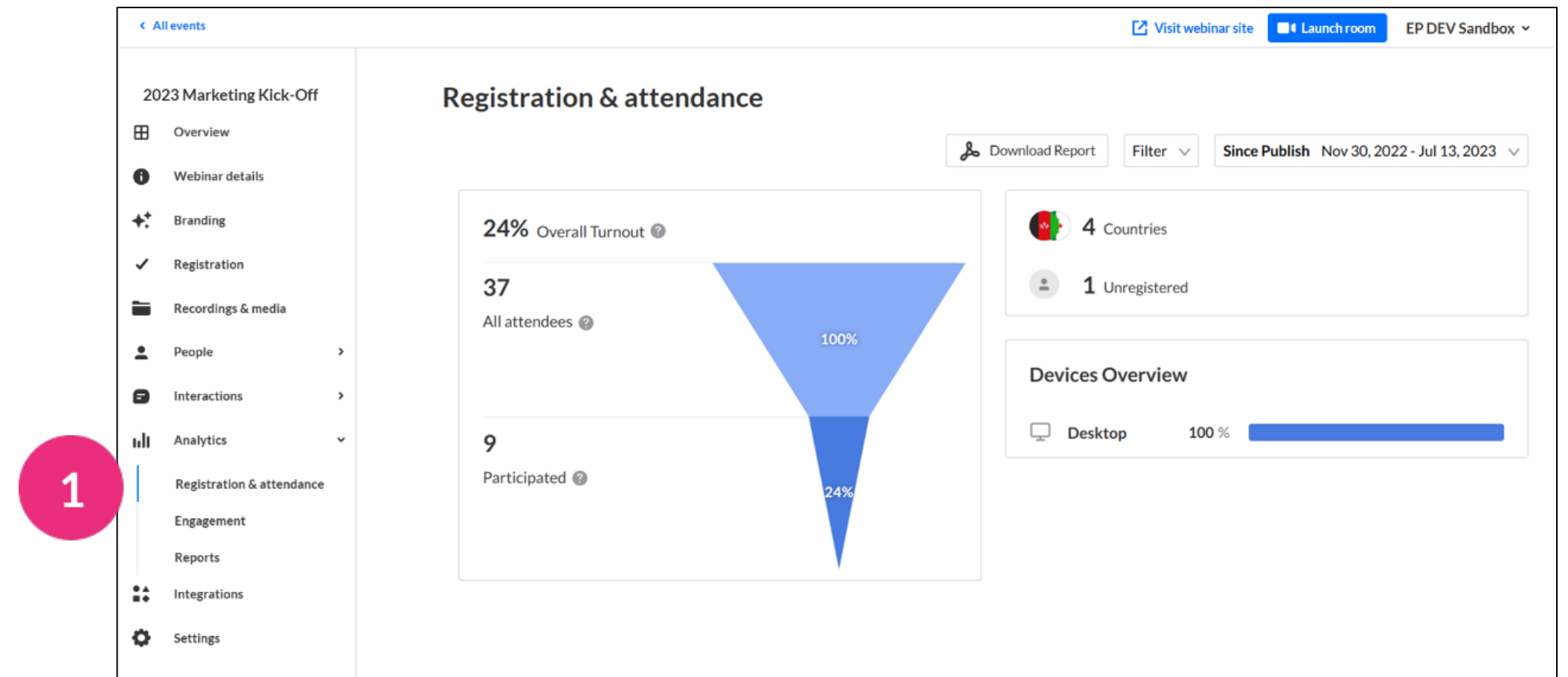
The screenshot displays the Kaltura user analytics interface. The top section shows the 'Users' page for 'Jane Smith', with a table listing user details and an 'Invite' button. A pink circle '1' highlights the 'All users' option in the left sidebar. A second pink circle '2' highlights the three blue dots next to the user's creation date. Below this, the 'Jane Smith' analytics page is shown, featuring a 'Viewing Engagement Funnel' chart. The funnel shows a progression from 22 Player Impressions (100%) to 3 Plays (14%) to 1 Impression that resulted in play-through (5%). Other metrics include 26 Player Impressions, 6 Plays, 8.6 Minutes Viewed, and an 8.3% Avg. Completion Rate. The interface also shows 'Top Location' as Qiryat Gat, HaDarom, Israel, and 'Most Used Devices' as 100% Desktop. A video player for 'Danny's DIY Webcast' is visible at the bottom right.

18 | Analytics tab – Registration and attendance

1 To view registration analytics, click the **Analytics tab > Registration and attendance**.

The available data includes overall turn-out, countries from which attendees are registered, number of registered participants, and devices, as well as status of participants and details for each day since registration was opened.

Additionally, the report supports filtering, sorting, and comparing periods and downloading a full report.



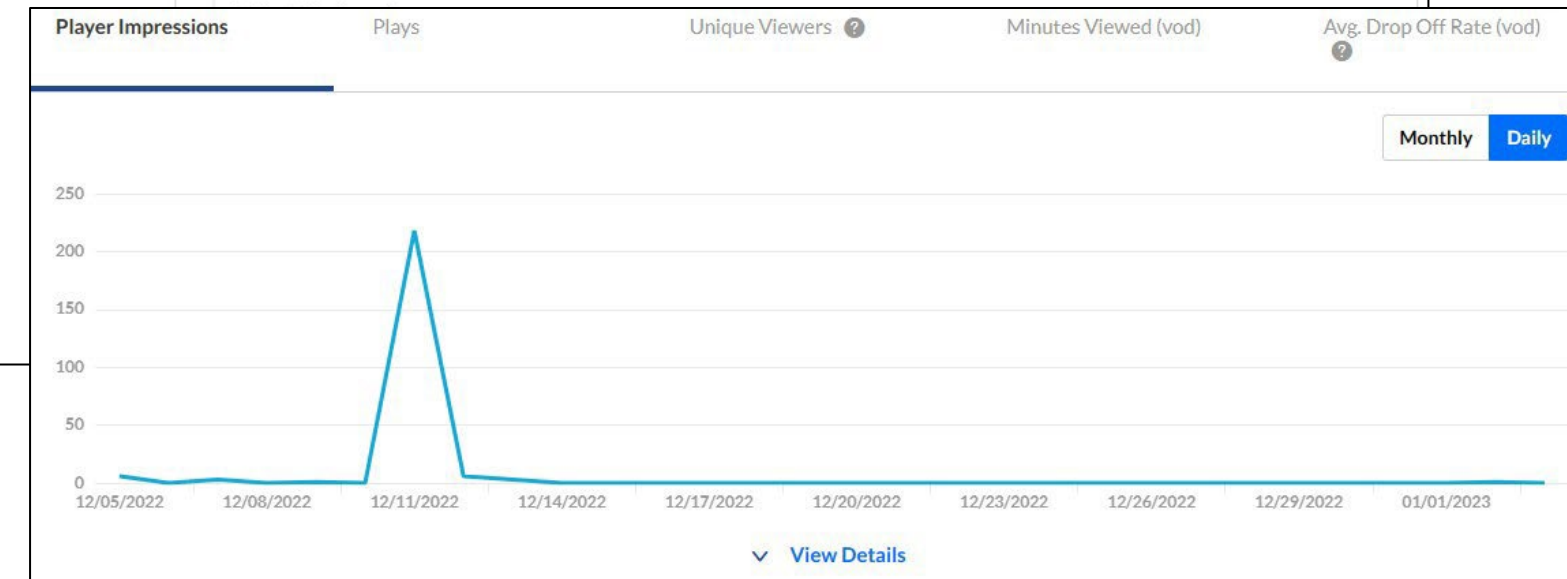
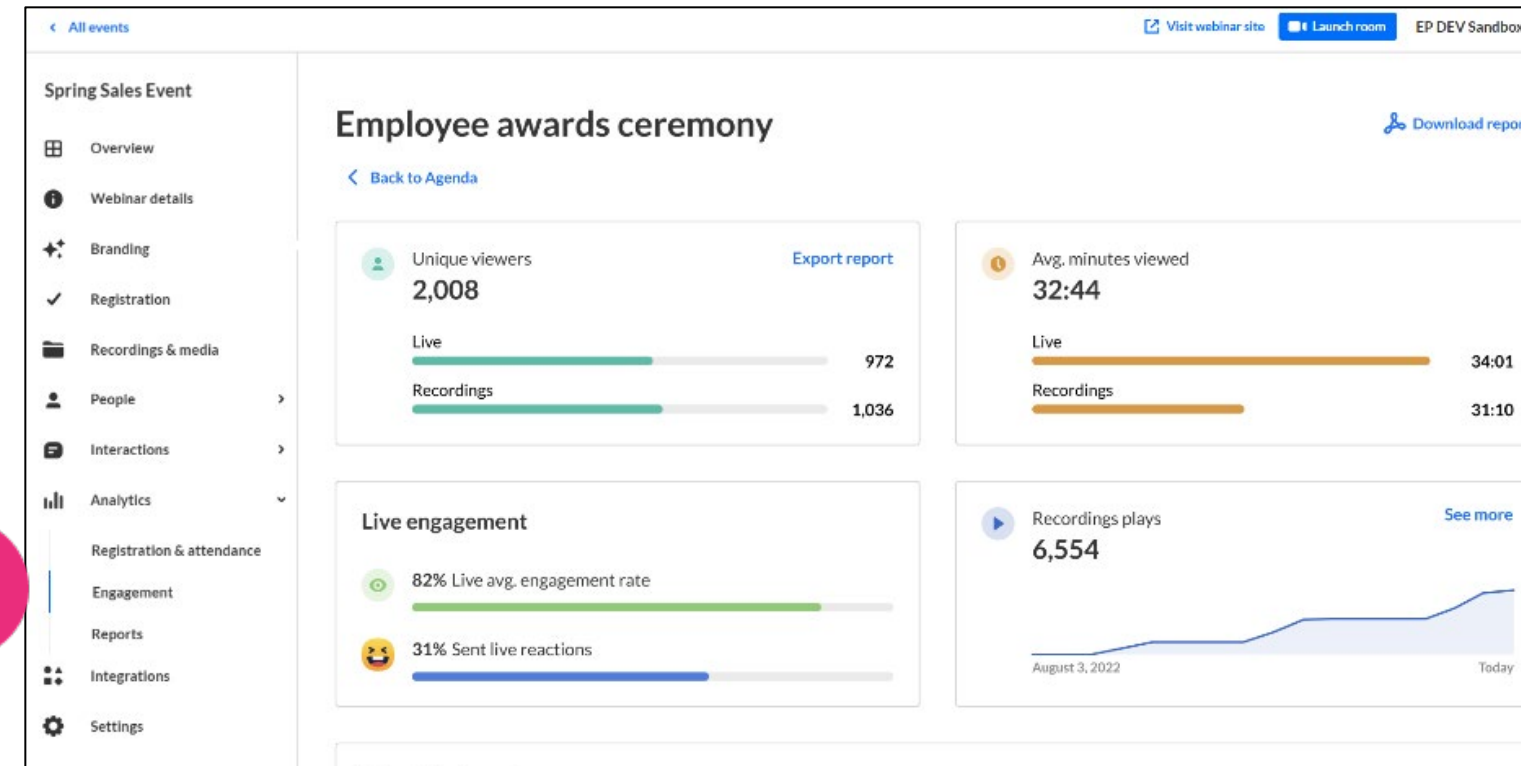
19 Analytics tab - Engagement analytics

1 To view engagement analytics, click the **Analytics tab > Engagement**.

The available data includes player impressions, plays, unique viewers, minutes viewed, average drop-off rates and how player impressions led to engagement.

Additionally, the report supports exporting specific analytics; filtering, sorting, and comparing periods; and downloading a full report.

1



20 | Analytics tab - Reports

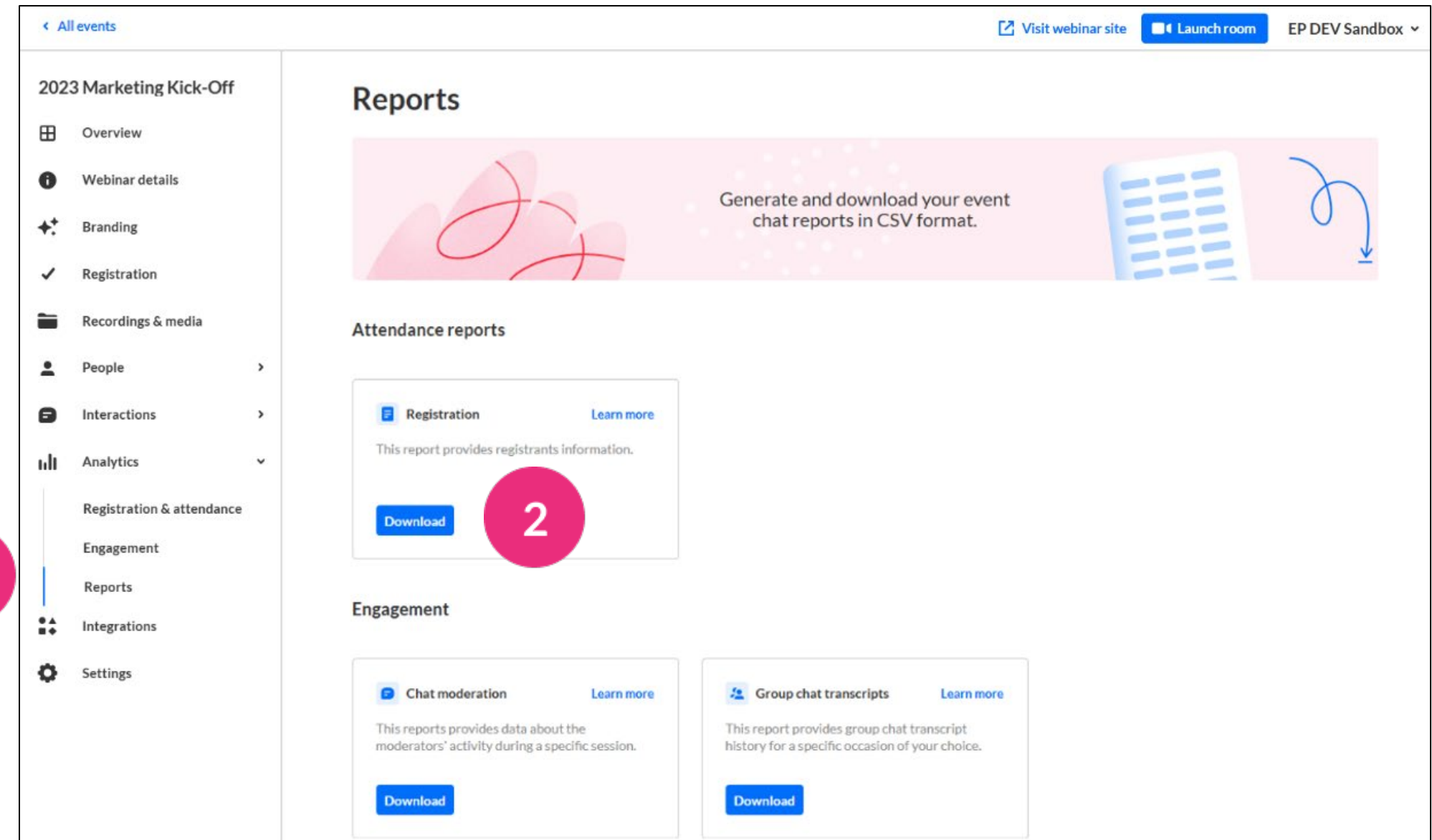
- 1 To view reports, click the **Analytics tab** > **Reports**.
- 2 Click **Download** on the desired report. The report is immediately downloaded.

Types of Attendance reports available:

- Registration
- Attendees

Types of Engagement reports available:

- Chat moderation
- Group chat transcripts



21 | Cross-webinar analytics

On the Kaltura Webinars home page, click the Analytics tab. This page provides a full overview of how attendees interacted with video content *across your entire account*.

Additional functions provided on this page include exporting specific analytics; filtering, sorting, and comparing periods; and downloading a full report.

The screenshot displays the Kaltura Analytics dashboard. The top navigation bar includes the Kaltura logo, a '+ Create' button, and a dropdown menu for 'Training env.'. The left sidebar contains navigation options: 'Events', 'Team', 'Analytics' (highlighted with a red circle), and 'Integrations'. The main content area is titled 'Analytics' and features a search bar, a 'Download Report' button, an 'Export' dropdown, a 'Filter' dropdown, and a date range selector set to 'Last 30 Days' (Dec 7, 2022 - Jan 5, 2023). Below these are 'VOD' and 'Live' filters, and a 'Clear All' link. The dashboard is divided into three main sections: 'Highlights', 'Top Videos', and 'Insights'. The 'Highlights' section shows 238 Player Impressions, 22 Plays (Out of 9 Played Entries), 2 Unique Viewers, and 0 Minutes Viewed (vod). The 'Top Videos' section lists three videos: 1. ID 4444952_1667723679 (6.7/10), 2. 'Broadcasting Best Practic...' (3.6/10), and 3. 'My DIY Session' (2.8/10). The 'Insights' section highlights 'Dec 11, 2022 Peak day' with 218 Impressions, 12 Plays, 2 Unique Viewers, and 0 Minutes Viewed (vod).



Kaltura reserves the right to revise this document and to make changes in content as product updates are released. There is no obligation on the part of Kaltura to provide notification of such revisions and/or changes.

Please see [Kaltura's Knowledge Center](#) for the most up to date product documentation.