



How to create and customize an event

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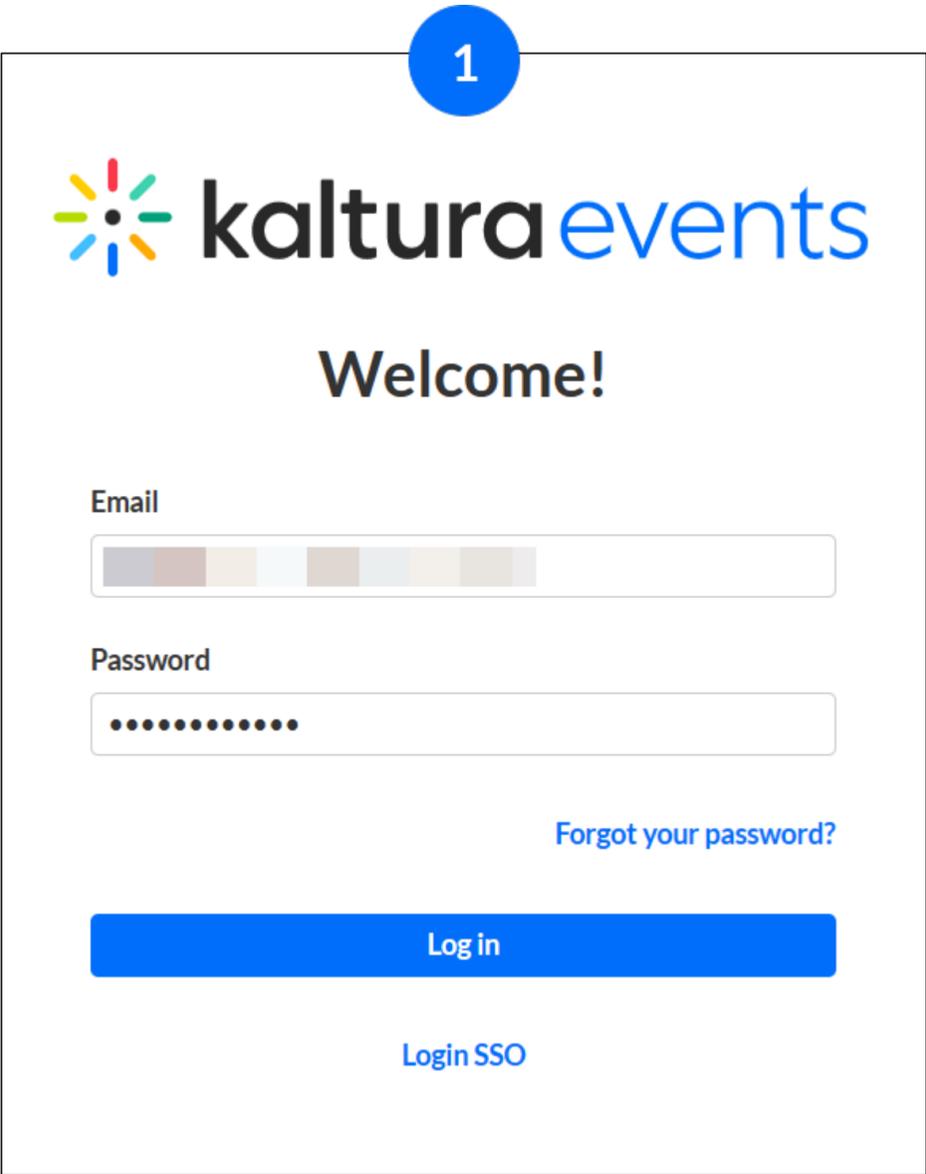
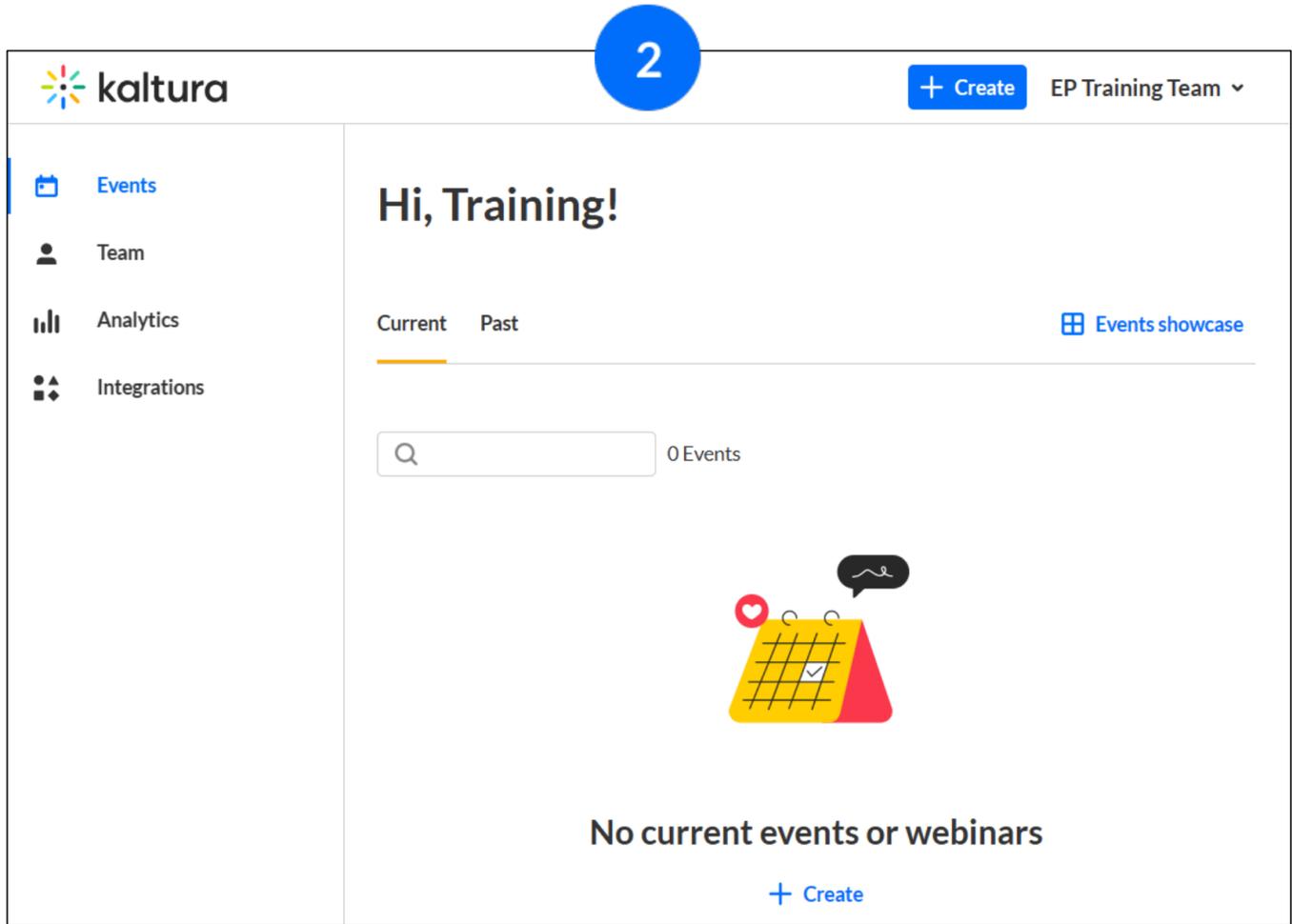
[Across events analytics](#)

Getting started

1 Logging in

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

[Back](#)



2 Create an event

1 Click **+ Create** and select the desired event template from the following options:

- Interactive room
- Live webcast
- Pre-recorded
- DIY live webcast

You may also create your own template.

2 In the **Let's get started** page, enter title, short description, start/end time, and time zone. Then choose whether attendees will login to the event with a login link via email or with an email and password. Click **Create**.

3 Once the building process is complete, the Event page displays with the **Overview** tab open by default.

The image shows a sequence of three screenshots from the Kaltura Events management interface, illustrating the process of creating an event.

Step 1: The top screenshot shows the Kaltura dashboard with the 'Events' tab selected. A blue circle with the number '1' is positioned over the '+ Create' button in the top right corner. The dashboard displays 'Hi, Training!' and '0 Events'.

Step 2: The middle screenshot shows the 'Let's get started' form. A blue circle with the number '2' is positioned over the form. The form includes fields for 'Title' (0/60), 'Short description' (with rich text editor), 'Start time' and 'End time' (with date and time pickers), and 'Time zone' (set to EDT (GMT-04:00) America/New_York). Below these fields, there are radio buttons for 'Attendees will log into the event with:' (Login link via email, selected; Email and password). 'Create' and 'Cancel' buttons are at the bottom.

Step 3: The bottom screenshot shows the 'Overview' page for a 'Marketing Kick-off' event. A blue circle with the number '3' is positioned over the page. The page displays the event title, dates (25/10/23 11:00 AM - 25/10/23 12:00 PM), and a 'Marketing Kick-off' banner. Below the banner, there are sections for 'Agenda at a glance' and 'Speakers' (No speakers yet).

A 'Back' link is visible in the top right corner of the interface.

Event set up

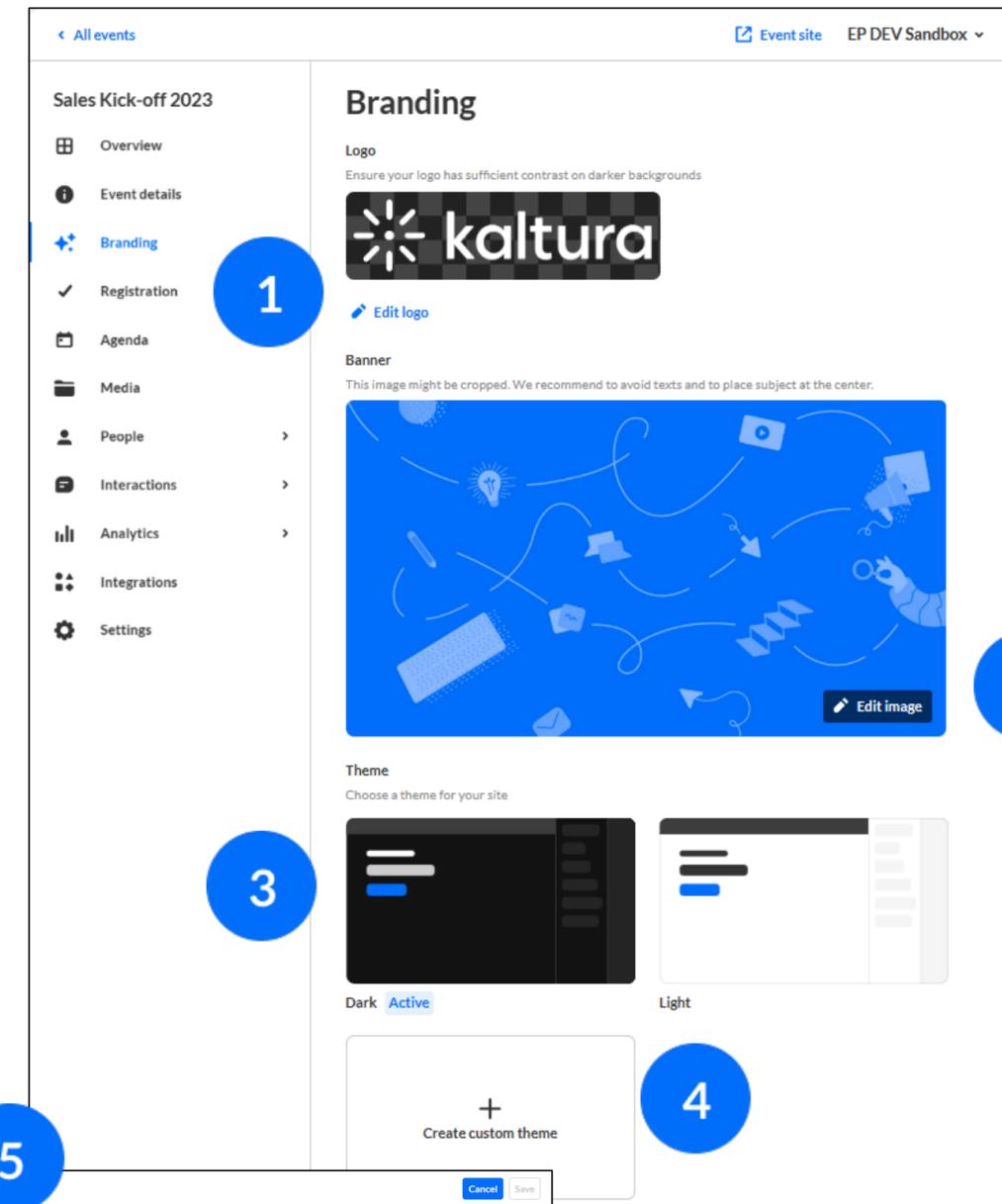
3 Event details tab - Edit event details

- 1 Edit the event title, description, start/end time, and time zone. You may enable early access to the Event site before the event starts. Set a custom URL (if configured). View the event URL and access the Lobby page and Event site from this page.
- 2 Click **Publish changes** when done. (This button is grayed out and becomes available after at least one edit is made to the page.)

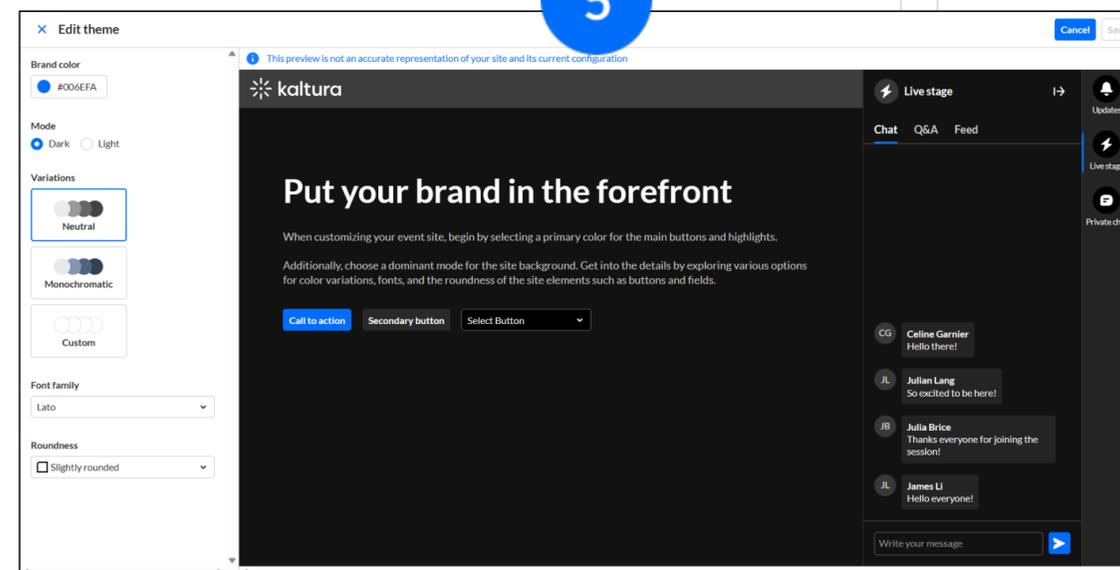
The screenshot shows the 'Event details' page for 'Sales Kick-off 2023'. The left sidebar contains navigation options: Overview, Event details (selected), Branding, Registration, Agenda, Media, People, Interactions, Analytics, Integrations, and Settings. The main content area is titled 'Event details' and includes a 'Publish changes' button. A blue circle with the number '1' is placed over the 'Event details' header, and another blue circle with the number '2' is placed over the 'Publish changes' button. The form fields include: Title (Sales Kick-off 2023), Short description (with rich text editor), Start time (09/18/2023, 03:00 PM) and End time (09/18/2023, 04:00 PM), Time zone (EDT (GMT-04:00) America/New_York), Attendees will log into the event with (Login link via email selected), Early access (Disabled), and Lobby page (with a link to the lobby page).

4 Branding tab - Brand the event

- 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**.

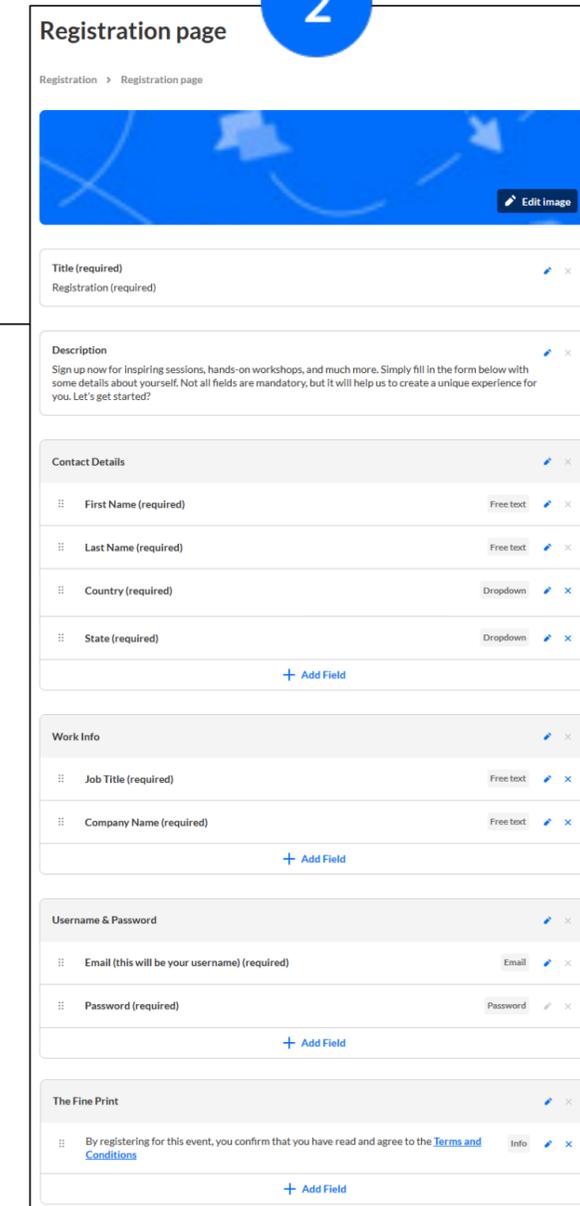
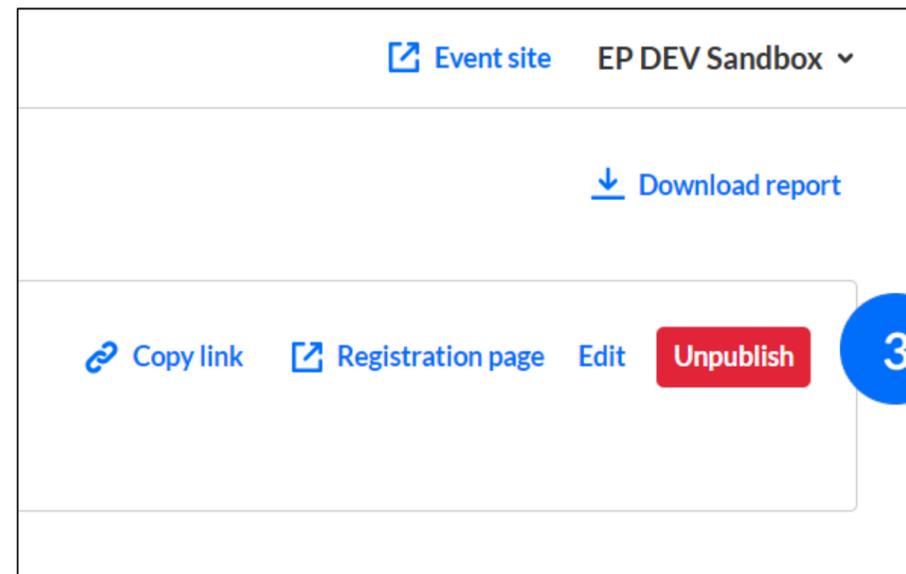
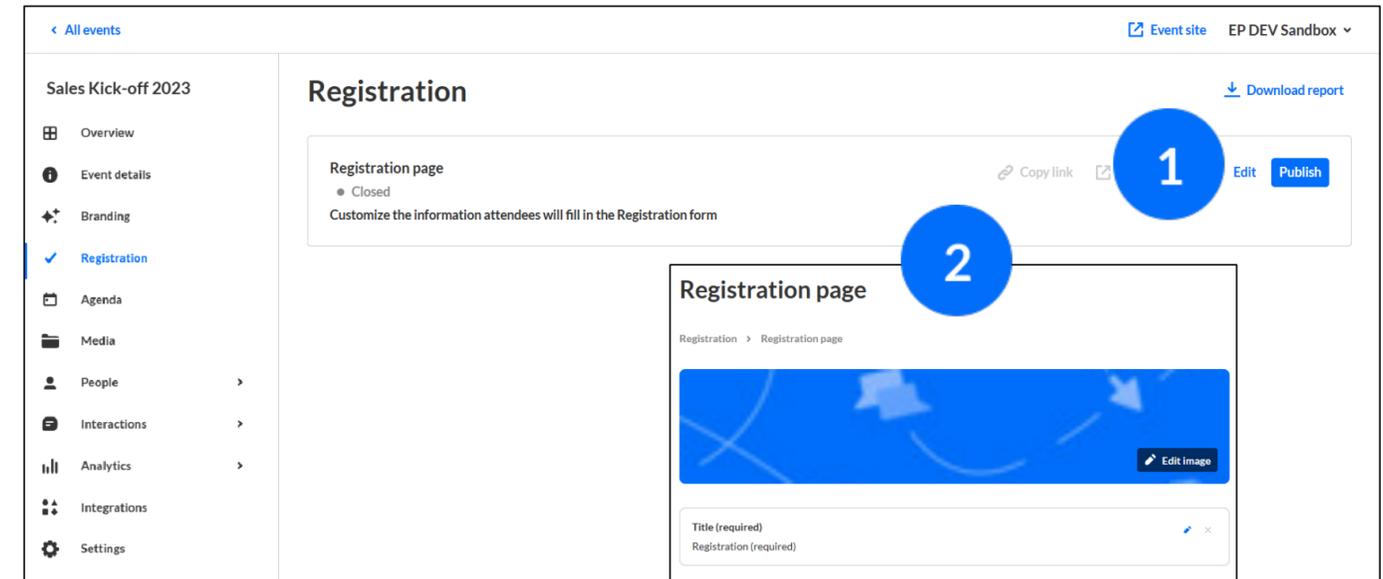


[Back](#)



5 Registration tab - Set up 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.



6 Agenda tab – Add and edit sessions

- 1 Click the **Add Session** button.
- 2 Select the desired session type from the following options:
 - Interactive room
 - Live webcast
 - Pre-recorded
 - DIY live webcast
- 3 Complete the fields, then click **Create**.
(Fields differ depending on session type. here we are adding an Interactive room session.)
- 4 To edit a session, choose **Edit** from the three blue dots to the right of a session. Make your edits, then click **Save changes**.

The screenshot displays the Kaltura event management interface. At the top right, there is a 'Back' link. The main content area is titled 'Sales Kick-off 2023' and shows an 'Agenda' tab with two sessions listed:

Date and time	Name	Speakers	Site visibility
10:00 AM - 11:00 AM Tue, November 14	Sales Initiatives Live webcast		Published
11:00 AM - 12:00 PM Wed, November 15	Meet and Greet Interactive session		Published

On the right side of the agenda, there is a '+ Add session' button. A blue circle '1' highlights this button. Below the agenda, there is a 'New session' form for an 'Interactive session'. The form includes a thumbnail upload area (with a recommended size of 1920x1080 px and an 'Upload thumbnail' link), a 'Title (required)' field, a 'Description' field with rich text formatting options, 'Start time' and 'End time' pickers, an 'Event time zone' dropdown (set to 'America/New_York'), 'Speakers' and 'Moderators (required)' dropdowns, and a 'Visibility' dropdown (set to 'Published'). A blue circle '3' highlights the 'Create' button at the bottom right of the form. To the right of the 'New session' form, there is a panel showing session type options: 'Interactive room', 'Live webcast', 'Pre-recorded', and 'DIY live webcast'. A blue circle '2' highlights the 'Interactive room' option. Below this panel, there is a 'Visibility' dropdown menu for the 'Meet and Greet' session, with options 'Published', 'Edit', 'Delete', and 'View analytics'. A blue circle '4' highlights the 'Edit' option.

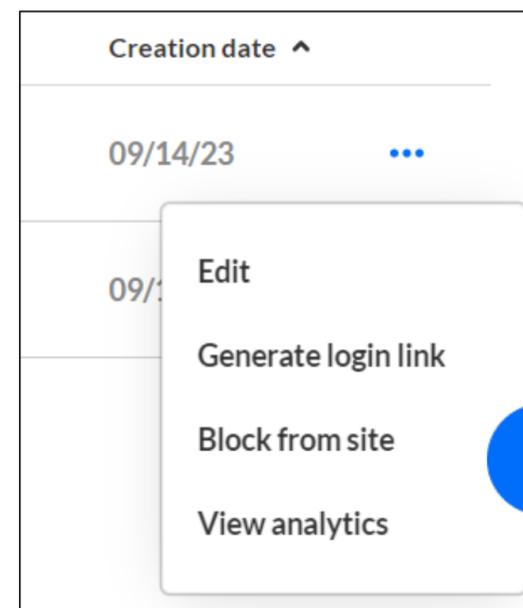
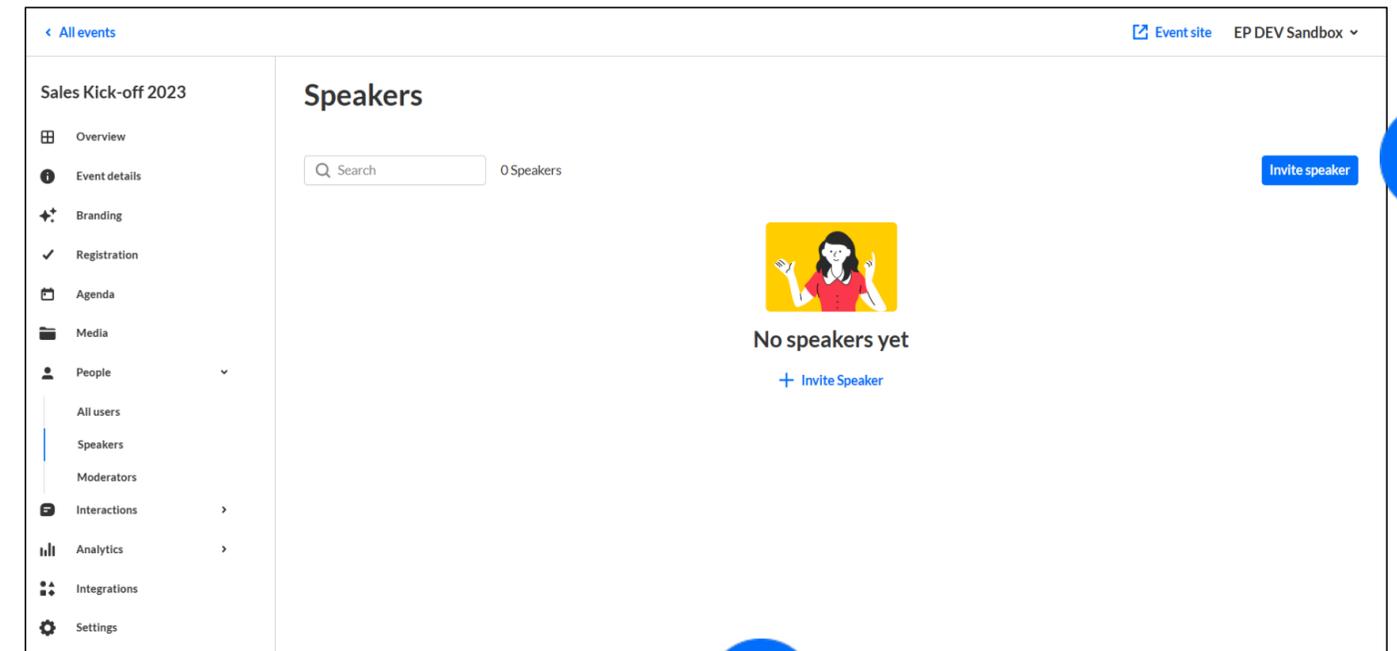
7 People tab > All users - Invite attendees

- 1 Select the **People** tab > All users, then click the **Invite** button.
- 2 Complete the user's information and role, then click **Invite**. You may also invite participants to your event in bulk by clicking the **Bulk Invite** button and uploading a CSV file.
- 3 Click the **three dots** on the right to access more options. Registration status "Participated" will open additional options.

The screenshot displays the 'Users' management interface for the 'Sales Kick-off 2023' event. The left sidebar contains navigation options: Overview, Event details, Branding, Registration, Agenda, Media, People (selected), Speakers, Moderators, Interactions, Analytics, Integrations, and Settings. The main content area shows a table of users with columns: Name, Email, Role, Registration type, Status, and Creation date. The table lists several users, including Eric Grant (Attendee, Registered), Lori Hattaway (Attendee, Invited), Ella Williams (Speaker, Moderator, Participated), Julie Davis (Moderator, Confirmed), Adele Laurelton (Attendee, Registered), Olicia Brown (Attendee, Registered), and Liam Gibson (Attendee, Registered). A modal window titled 'Invite' is open, showing a form to complete user information (Email, First Name, Last Name) and select additional roles (Moderator, Speaker). A context menu is also visible, showing options like Edit, Generate login link, Block from site, and View analytics.

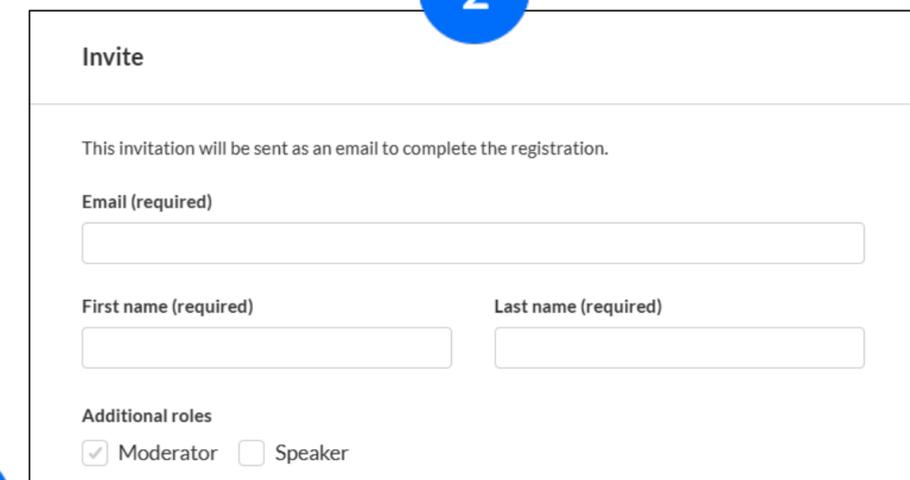
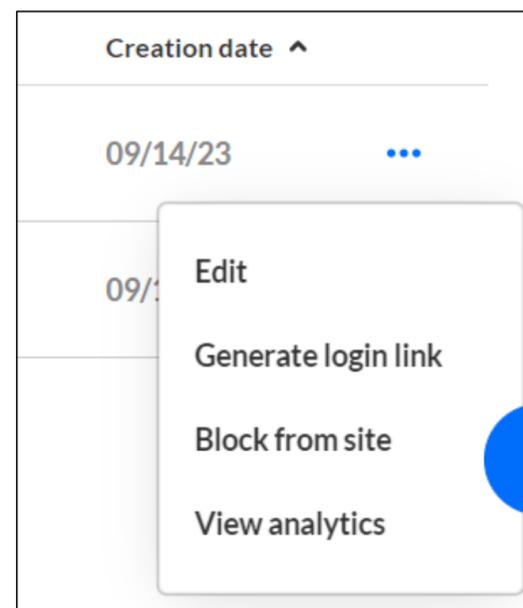
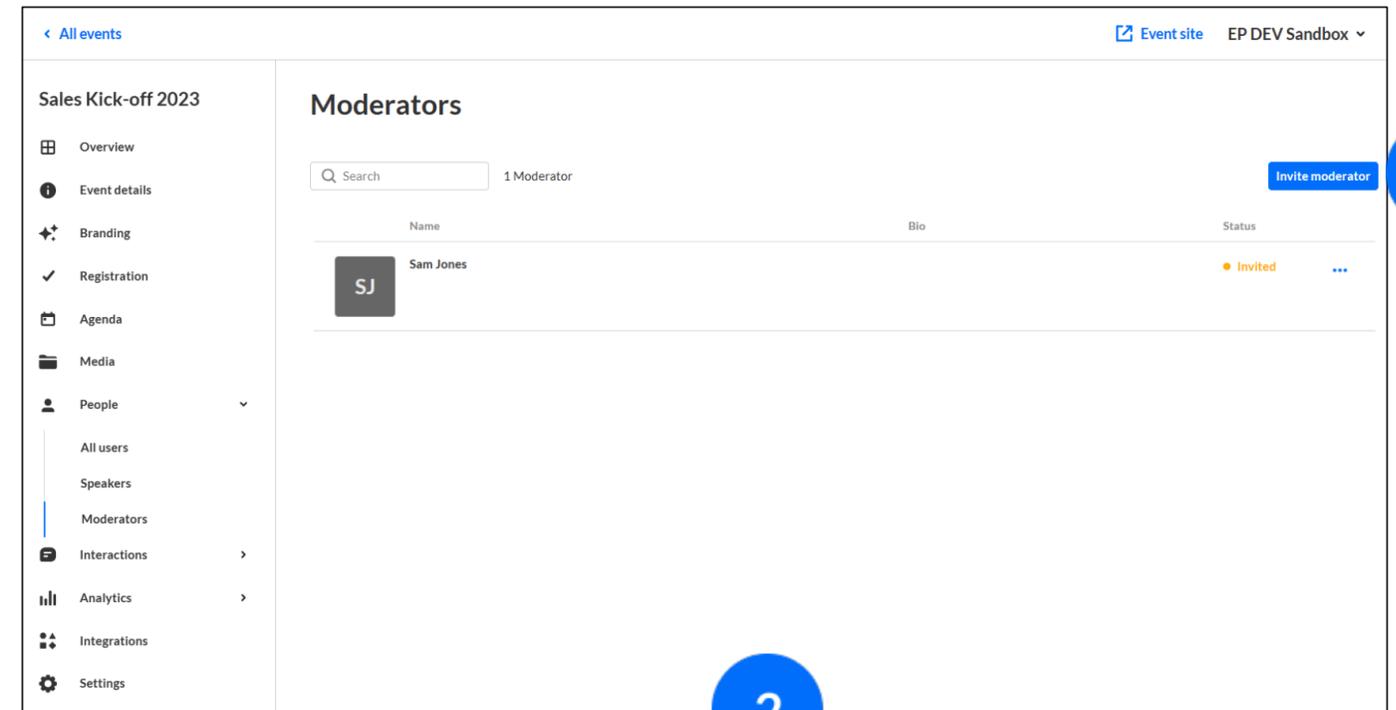
8 People tab > Speakers - Invite speakers

- 1 Select the **People** tab > Speakers, then click the **Invite Speaker** button.
- 2 Complete the user's information and role, then click **Invite**.
- 3 Click the **three dots** on the right to access more options. Registration status "Participated" will open additional options.



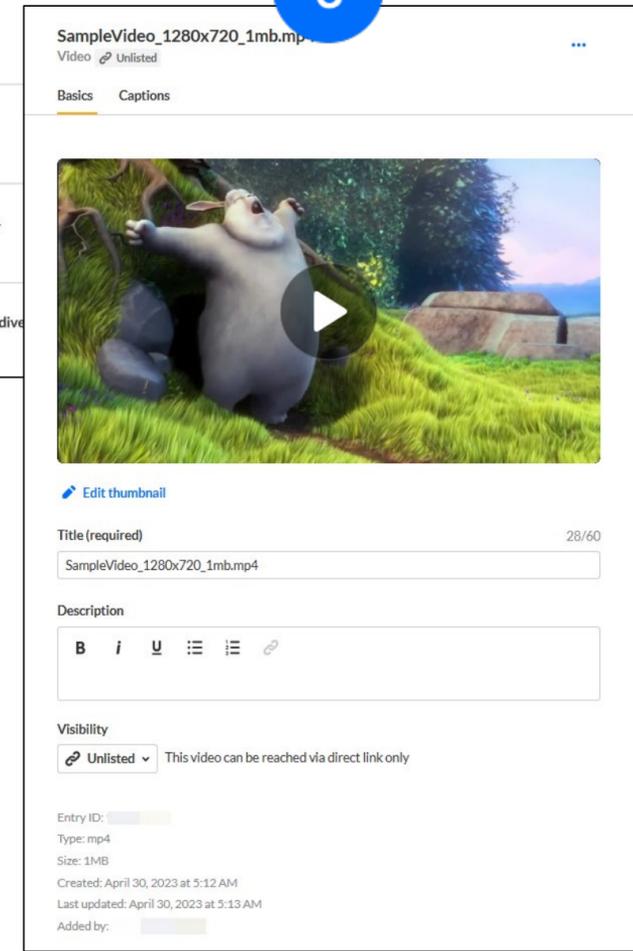
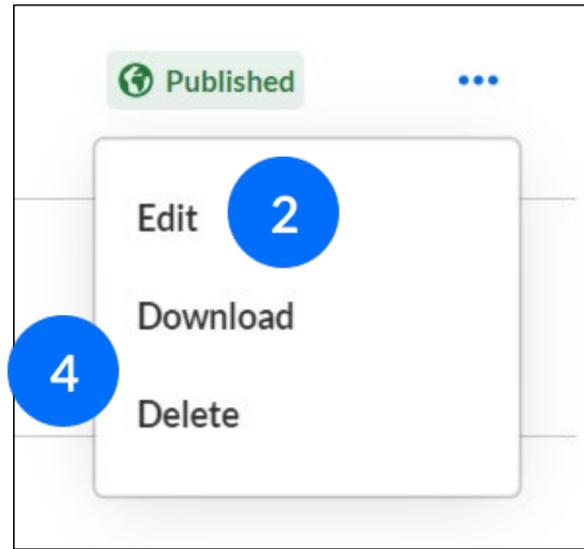
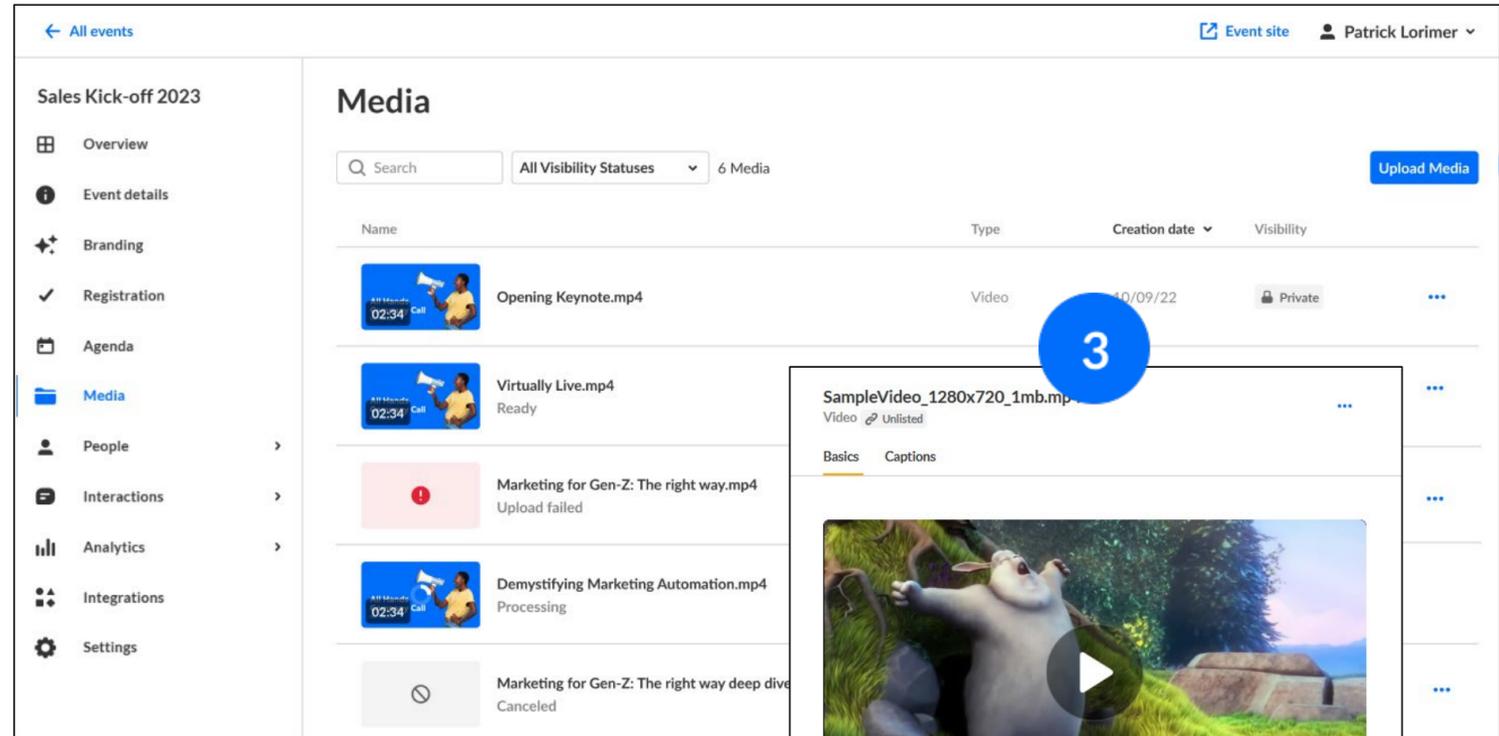
9 People tab > Moderators - Invite moderators

- 1 Select the **People** tab > Moderators, then click the **Invite Moderator** button.
- 2 Complete the user's information and role, then click **Invite**.
- 3 Click the **three dots** on the right to access more options. Registration status "Participated" will open additional options.



10 Media tab - Manage media for your event

- 1 Select the **Media** tab and click the blue **Upload Media** button to upload media to your Event site.
- 2 To edit media, either click on the media you would like to edit or click the three dots to the right of the media you would like to edit and select **Edit**. The Edit panel displays.
- 3 On the **Basics** tab of the Edit panel, you can edit the thumbnail, title, description, and visibility of the media. On the **Captions** tab, you can order and upload captions for your media.
- 4 You may also download and delete media through the three dots icon.



11 Settings tab - Event settings and custom URL

- 1 Select the **Settings** tab and copy the link of the **Event domain**.
If available, select **Set custom URL** to change the default generated event URL to a customized.
- 2 Enter a **Support email address** for attendees to use to ask questions and report issues. The support email will appear in every text where the Customization tag {SUPPORTEMAIL} is used.
- 3 Enter **Organizer details**. This information is displayed as the sender details in notifications and networking.
- 4 Once you are finished editing , click **Save details**.

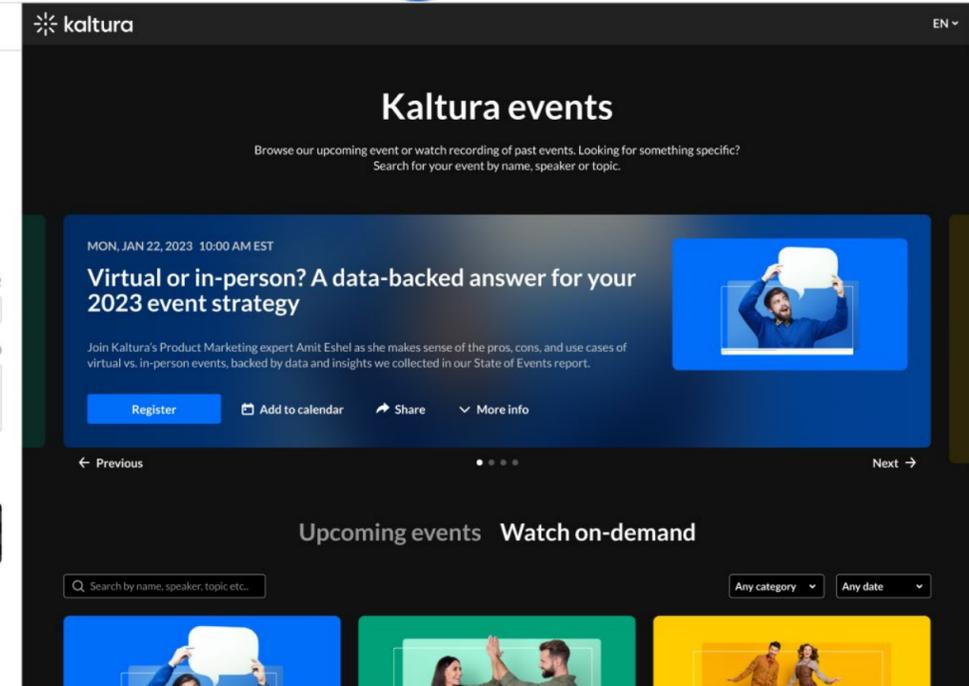
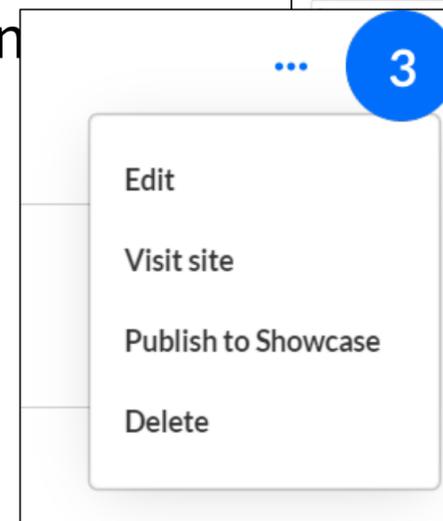
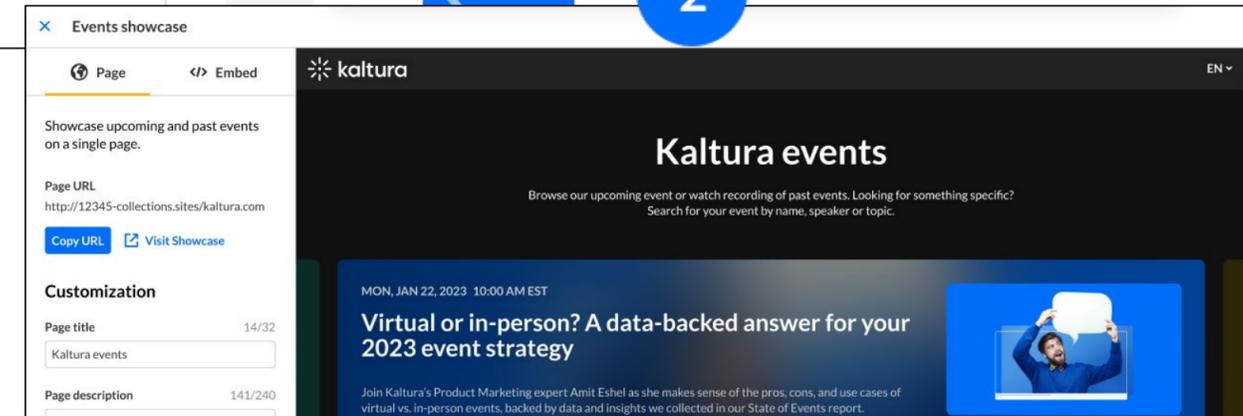
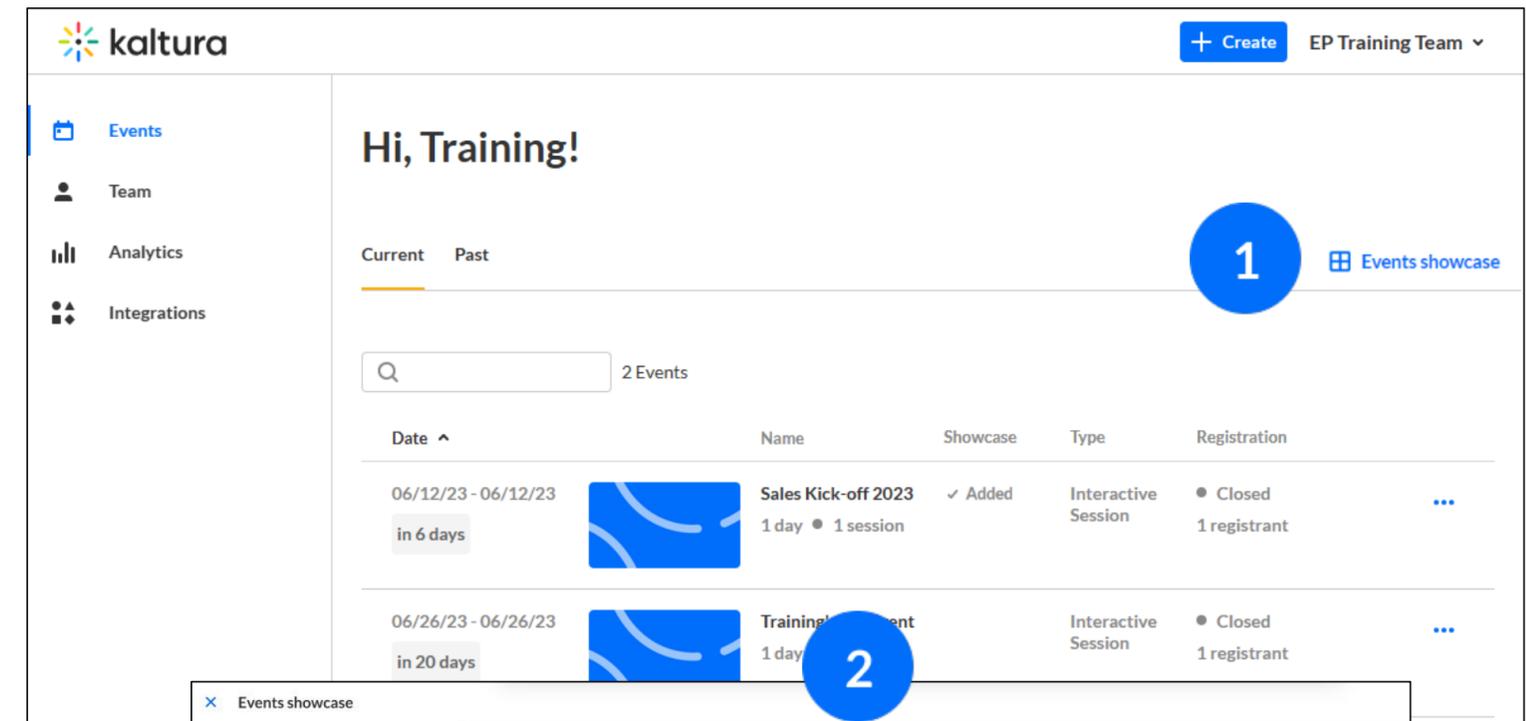
The screenshot shows the 'Settings' page for an event titled 'Sales Kick-off 2023'. The left sidebar contains a navigation menu with icons and labels for Overview, Event details, Branding, Registration, Agenda, Media, People, Interactions, Analytics, Integrations, and Settings. The main content area is titled 'Settings' and includes the following sections:

- Event domain:** A color selection bar with a 'Set custom URL' link and a copy icon.
- Support email address:** A text input field with a 'Submit' button and a note: 'For attendees to use to ask questions and report issues'.
- Organizer details:** A section with the note 'Will appear as the sender details in notifications and networking'. It includes an 'Upload' button, a text input field labeled 'Organizer name' with the placeholder 'Type a name', and a 'Save details' button.

12 Events showcase

Share a **Showcase** page with your prospects promoting all past and future events.

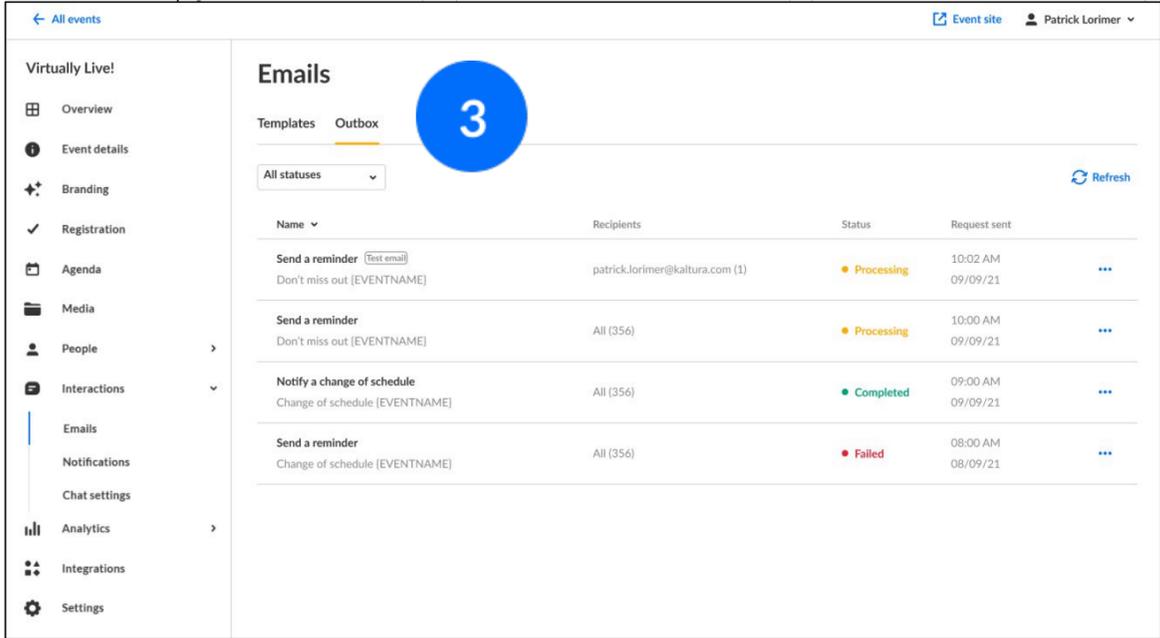
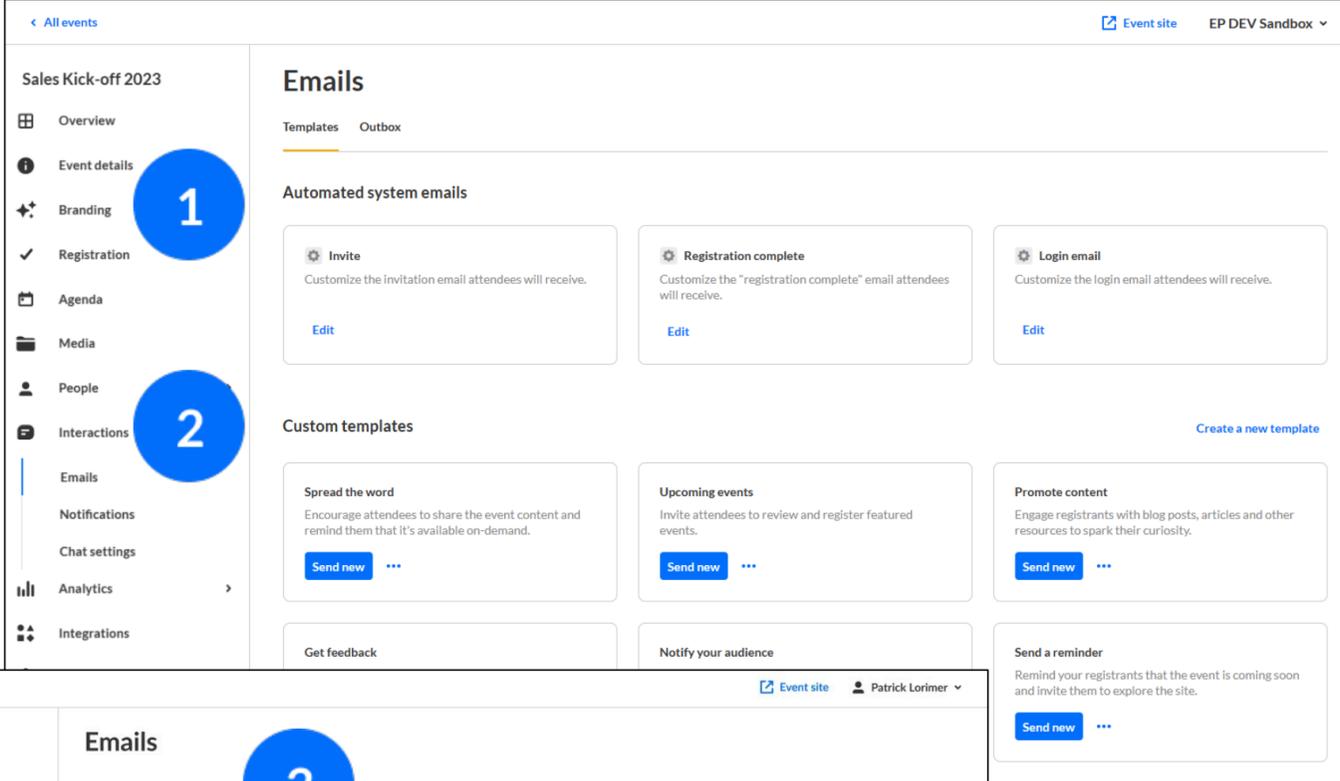
- 1 Go back to the homepage and click **Events showcase**.
- 2 Customize the page title, description, and logo. Copy the **Page URL** to share with prospects. Click the **Embed** tab to copy the embed code to paste onto your website. Click **Publish changes** when finished.
- 3 To publish additional events to your Showcase page, click the **three dots** to the right of the desired event on the All events page, then choose **Publish to showcase**. Make your selections, then click **Save changes**.



Engagement and interactivity

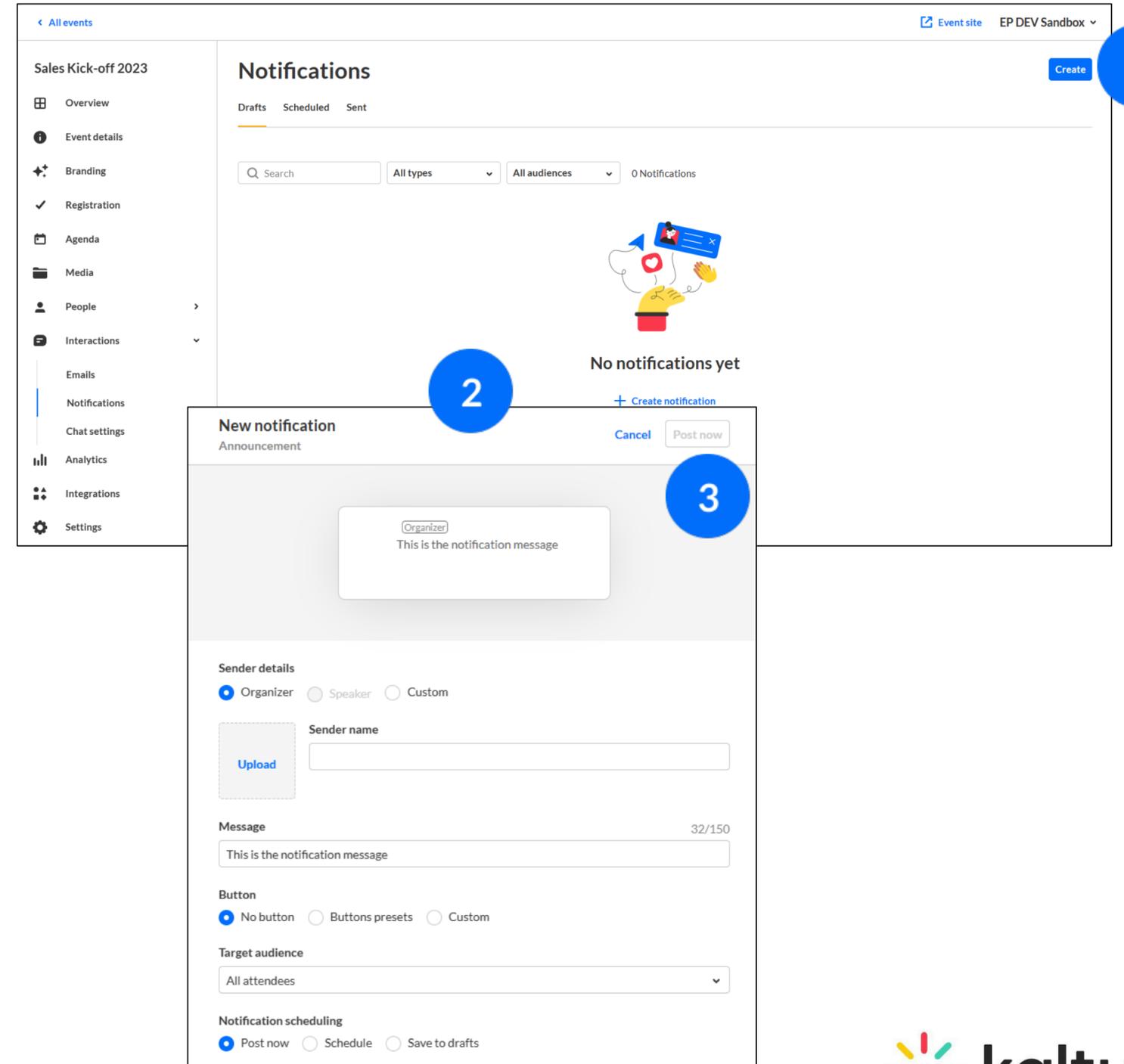
13 Interactions tab - Emails

- 1 Click the **Interactions** tab and select **Emails**. On the **Templates** tab, under Automated system emails, customize the **automated system email** that attendees will receive.
- 2 On the **Templates** tab, under **Custom templates**, create, edit, and send custom emails to attendees, speakers, and moderators.
- 3 On the **Outbox** tab, view all emails you've sent and download a deliverability report for completed emails.



14 Interactions tab - Notifications

- 1 Click the **Interactions** tab and select **Notifications**. Click the blue **Create** button and choose Announcement or Crowd reaction.
- 2 Enter the new **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**.



15 Interactions tab - Chat settings

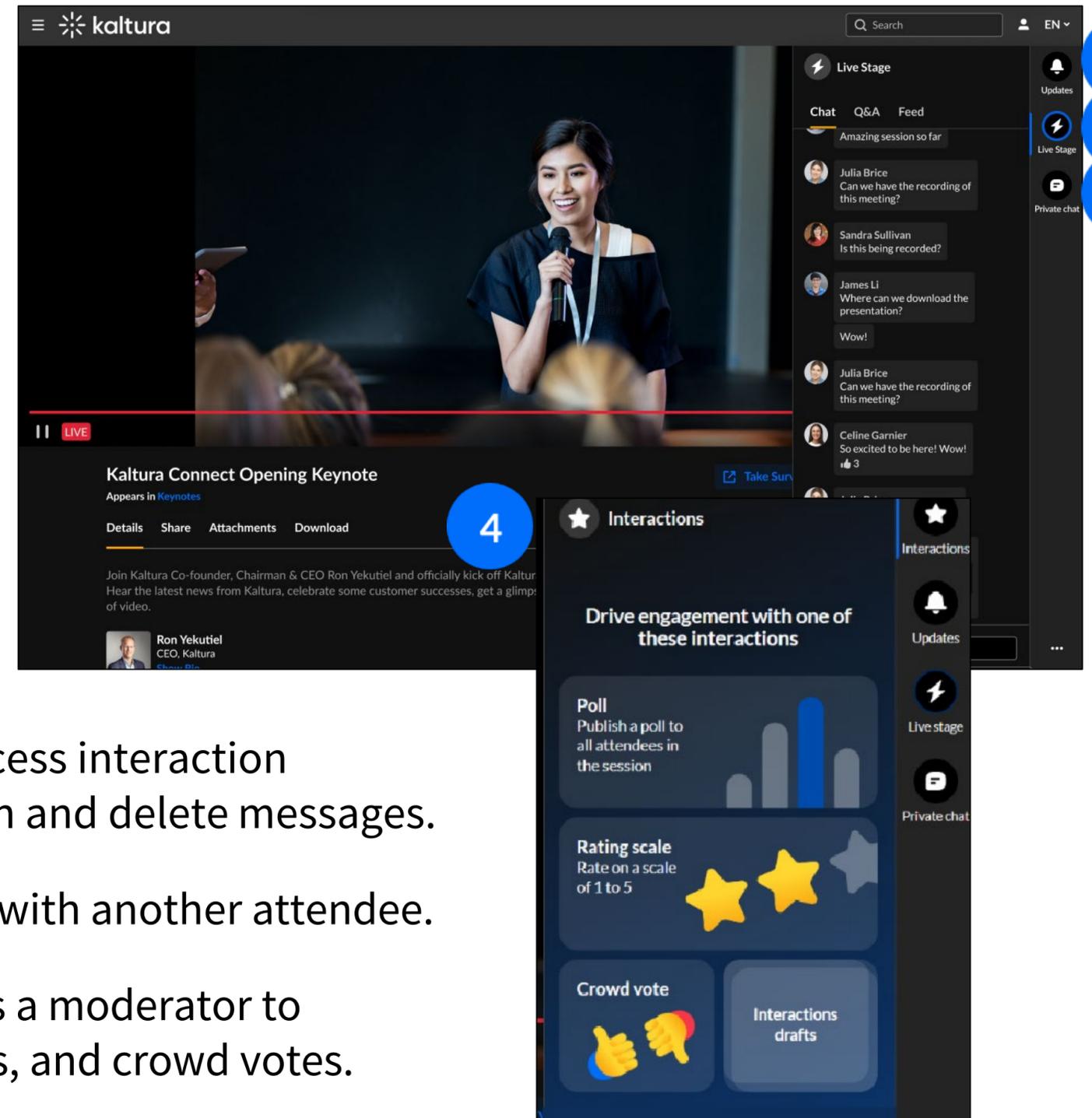
- 1 Click the **Interactions** tab and select **Chat settings**. Choose to enable/disable **Conversations** by sliding the button next to the conversation type. Click **Save**.
- 2 Set when you would like **Moderation** to start and end for your live session. Click **Save**.
- 3 Click to enable **Auto reply** and type the desired reply text. Click **Save**.
- 4 Click **Copy app link event** to give your moderators access to the Moderator app.

The screenshot shows the 'Chat settings' page for an event titled 'Sales Kick-off 2023'. The left sidebar contains a navigation menu with options: Overview, Event details, Branding, Registration, Agenda, Media, People, Interactions, Emails, Notifications, Chat settings (highlighted), Analytics, Integrations, and Settings. The main content area is divided into two sections: 'Conversation' and 'Moderation'. The 'Conversation' section has three toggle switches: 'Private chat' (checked), 'Page group chat' (checked), and 'Session group chat' (checked). The 'Moderation' section includes fields for 'Start moderation' (10 Minutes before the session start time) and 'End moderation' (10 Minutes after the session end time), and an 'Auto reply' toggle (unchecked). A 'Share moderation app with your moderators' box on the right contains a 'Copy app link event' button. Blue circles with numbers 1 through 4 are overlaid on the interface to indicate the steps described in the text.

16 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:

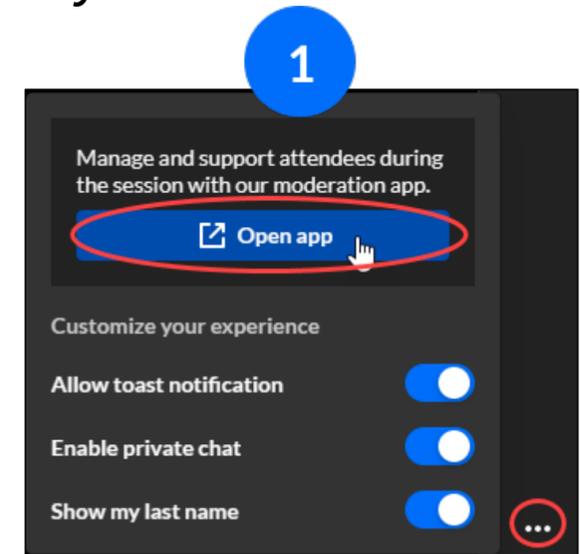
- 1 The **Updates** tab displays the notifications sent from the moderator to all participants during the session.
- 2 The **Live Stage** tab allows attendees to chat with the group; ask questions to the moderator; and view pinned messages, polls, "liked" media, and interactions. Moderators have the 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 Additional tab for Moderators, the **Interactions** tab allows a moderator to publish interaction tools, including text polls, rating scales, and crowd votes.



17 Moderator app

1 Users who are assigned as a moderator, may access the Moderator App in one of two ways –

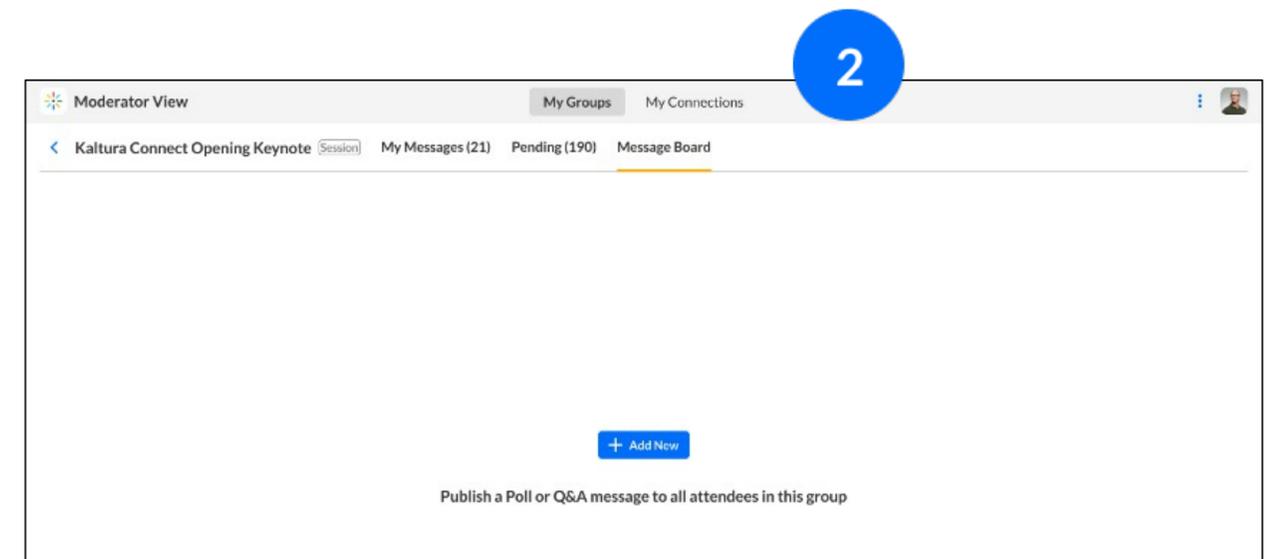
- ✓ Via a **direct URL** provided by the event team.
- ✓ By clicking the three dots icon in the lower right corner of the Chat & Collaboration widget and clicking **Open app**.



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 event starts to make information more accessible to attendees.

Please note: This app is built for larger teams. If you are part of a small team or the only moderator for an event, you may wish to use the Chat and Collaborate widget.

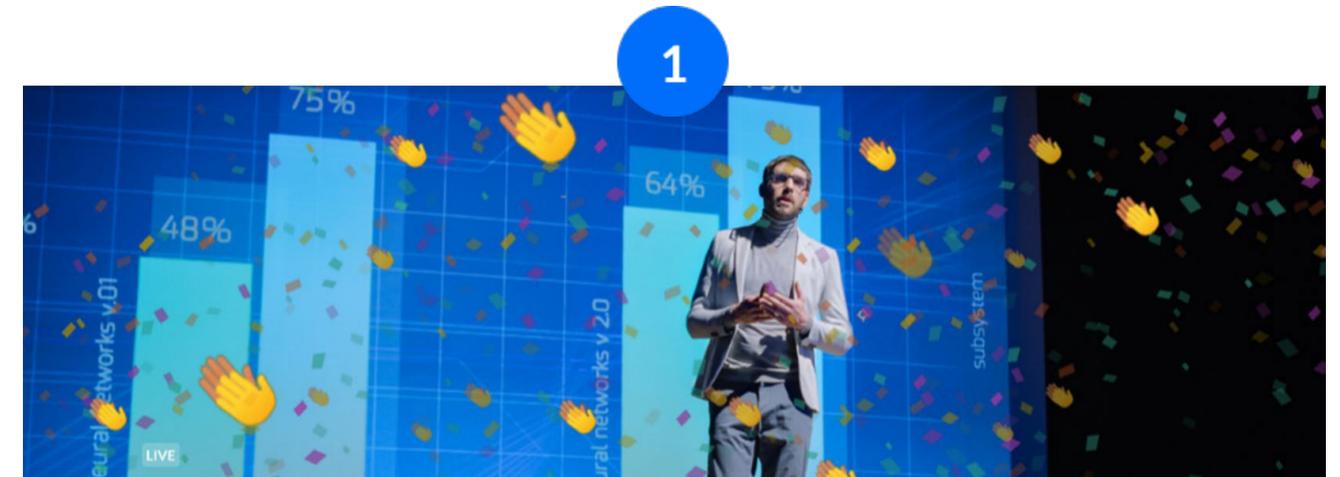


18 Engagement tools

1

Crowd Reactions:

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

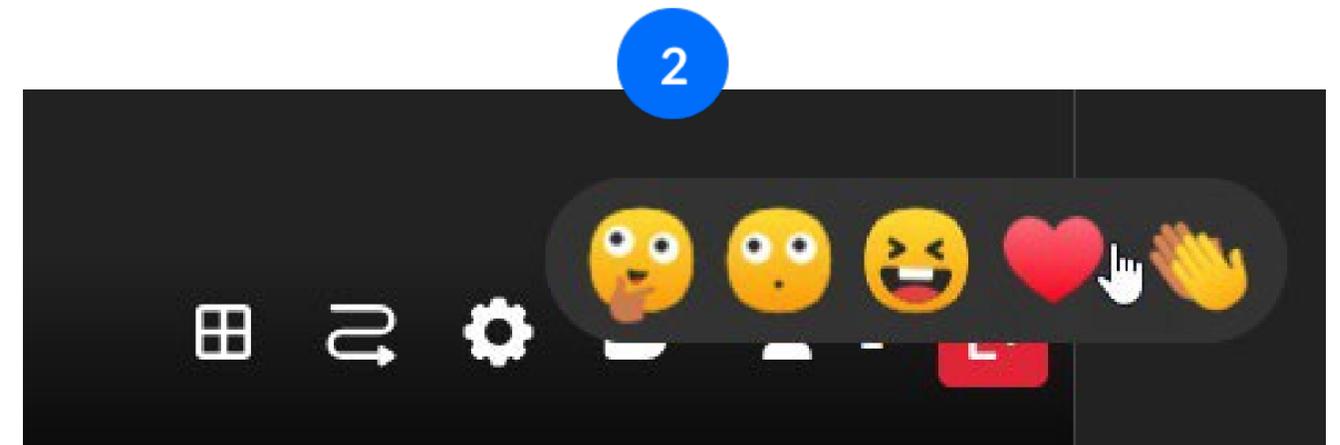


1

2

Attendee Reactions:

Attendees may “react” in real-time during the event 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.



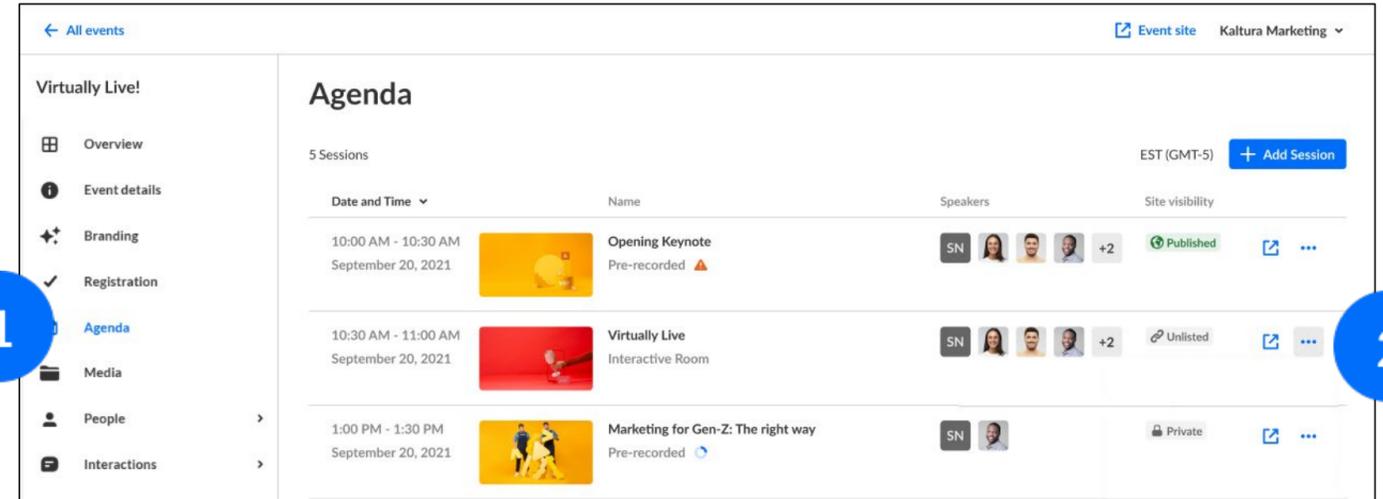
2

Insights and reporting

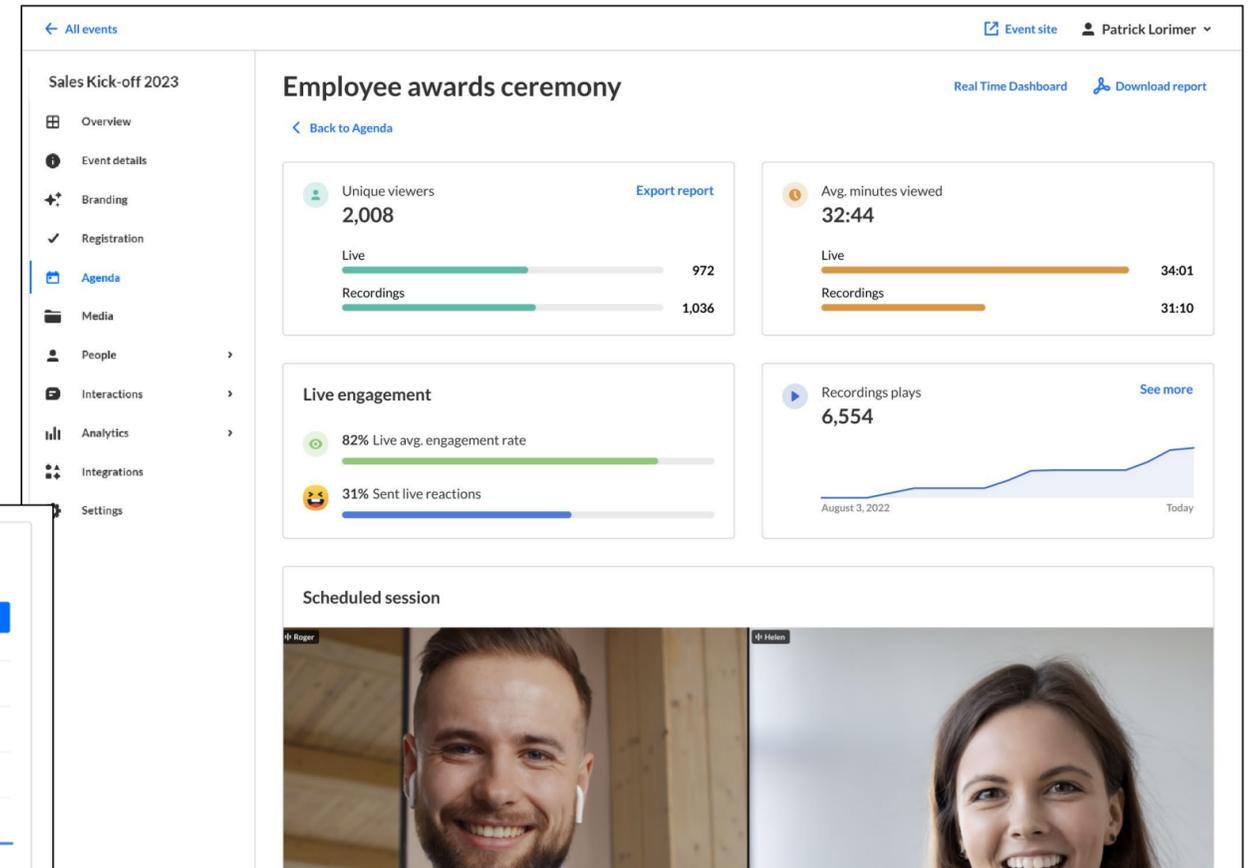
19 Agenda tab – Session analytics

1 To view session analytics, click the **Agenda** tab.

2 Click the three dots icon to the right of the session and choose **View analytics**.



The **Session analytics dashboard** displays the unique viewers, minutes viewed, live engagement, and recording plays; etc. To learn more, see [Session analytics](#).



20 People tab > All users - User analytics

1 To view user analytics, click the **People** tab > All users.

2 Click the three dots icon to the right of the user creation date and choose **View analytics**.

The **User analytics dashboard** displays the player impressions, plays, minutes viewed, and average completion rate; etc. To learn more, see [User analytics](#).



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



Name	Email	Role	Registration type	Status	Creation date
Eric Grant	[Redacted]	Attendee	Registration	Registered	10/09/21
Lori Hattaway	[Redacted]	Attendee	Registration	Invited	10/09/21
Ella Williams	[Redacted]	Speaker, Moderator	Registration	Participated	10/09/21
Julie Davis	[Redacted]	Moderator	Registration	Confirmed	10/09/21
James Li	[Redacted]	Moderator	Registration	Unregistered	10/09/21
Adele Laurelton	[Redacted]	Attendee	Registration	Registered	10/09/21
Olicia Brown	[Redacted]	Attendee	Registration	Registered	10/09/21
Liam Gibson	[Redacted]	Attendee	Registration	Registered	10/09/21
Sandra Sullivan	[Redacted]	Attendee	Registration	Blocked	10/09/21

Metric	Value
Player Impressions	26
Plays	6
Minutes Viewed	8.6
Avg. Completion Rate	8.3%

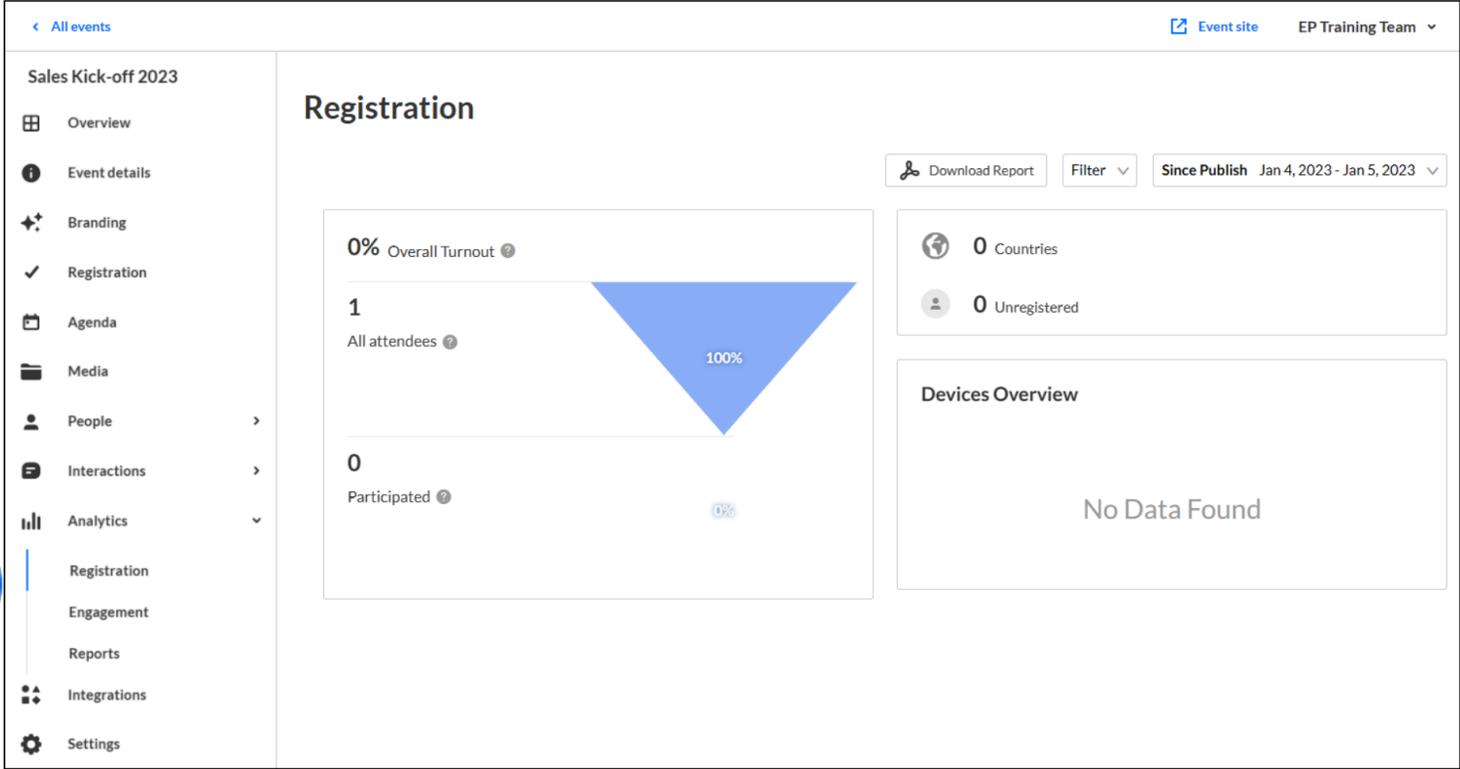
21 Analytics tab - Registration

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

The **Registration dashboard** displays the overall turn-out, countries from which attendees are registered, number of registered participants, etc. To learn more, see [Registration analytics](#).

! The report supports filtering, sorting, and comparing periods and downloading a full report.

1



22 Analytics tab - Engagement analytics

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

The **Engagement dashboard** displays the player impressions, plays, unique viewers, minutes viewed, average drop-off rates, etc. To learn more, see [Engagement analytics](#).

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

The screenshot displays the Kaltura Engagement analytics dashboard. The sidebar on the left lists various navigation options, with 'Analytics' and 'Engagement' highlighted. The main dashboard area is titled 'Engagement' and includes a 'Download Report' button, an 'Export' dropdown, and a 'Filter' dropdown. The data is filtered for 'VOD' and 'Live' content, with a date range of 'Last 30 Days' (Dec 25, 2022 - Jan 23, 2023). The dashboard features three summary cards: 'Highlights' (0 Player Impressions, 0 Plays, 0 Unique Viewers, 0 Minutes Viewed (vod)), 'Top Videos' (No Data Found), and 'Insights' (Dec 26, 2022 Peak day, 0 Impressions, 0 Plays, 0 Unique Viewers, 0 Minutes Viewed (vod)). Below these is a line chart for 'Player Impressions' showing a peak on 12/11/2022. At the bottom, a funnel chart titled 'How player impressions lead to engagement' shows 238 Player Impressions, 22 Plays, and 1 Impression that resulted in 50% play-through (vod).

23 Analytics tab - Reports

1 To view reports, click **the Analytics tab > Reports**.

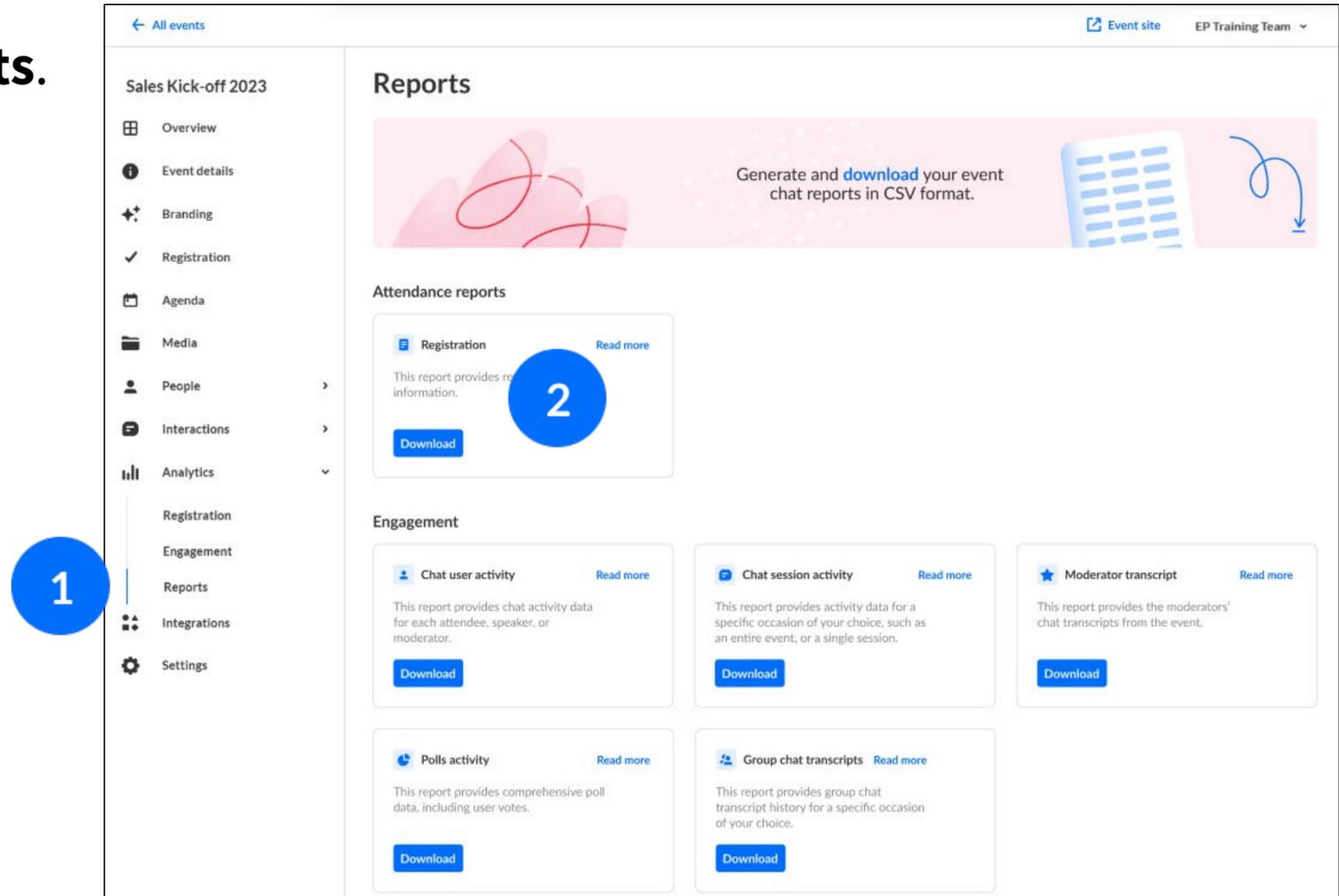
2 Click **Download** on the desired report.

Types of Attendance reports available:

- Registration

Types of Engagement reports available:

- Chat user activity
- Chat session activity
- Moderator transcript
- Polls activity
- Group chat transcripts



24 Across events analytics

On the Kaltura Events Account Home page, click the **Analytics** tab. This page provides a full overview of how attendees interacted with video content *across your entire account*. To learn more, see [Engagement analytics - across events](#).

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

The screenshot shows the Kaltura Events Account Home page. The sidebar on the left has the 'Analytics' tab selected and circled in red. The main content area is divided into two sections. The top section, titled 'Hi, Training!', shows a list of events with columns for Date, Name, Showcase, Type, and Registrations. Two events are listed: 'Sales Kick-off 2023' (06/12/23 - 06/12/23, 1 day, 1 session, Interactive Session, 1 registration) and 'Training's Big Event' (06/26/23 - 06/26/23, 1 day, 1 session, Interactive Session, 1 registration). The bottom section, titled 'Analytics', shows a detailed dashboard with various metrics and filters. The dashboard includes a 'Download Report' button, an 'Export' dropdown, a 'Filter' dropdown, and a date range selector set to 'Last 30 Days' (Dec 5, 2022 - Jan 3, 2023). 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 shows a list of videos with their IDs and ratings. The 'Insights' section shows a peak day of Dec 11, 2022, with 218 Impressions, 12 Plays, 2 Unique Viewers, and 0 Minutes Viewed (vod).

Date	Name	Showcase	Type	Registrations
06/12/23 - 06/12/23 in 7 days	Sales Kick-off 2023		Interactive Session	1 registration
06/26/23 - 06/26/23 in 21 days	Training's Big Event		Interactive Session	1 registration

Analytics Dashboard Summary:

- Highlights:** 238 Player Impressions, 22 Plays (Out of 9 Played Entries), 2 Unique Viewers, 0 Minutes Viewed (vod).
- Top Videos:** 1. 4444952_1667723679 (6.7/10), 2. Broadcasting Best Practic... (3.6/10), 3. My DIY Session (2.8/10).
- Insights:** Dec 11, 2022 Peak day. 218 Impressions, 12 Plays, 2 Unique Viewers, 0 Minutes Viewed (vod).



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