



Coronavirus: Bizzabo Partners with Kaltura to Launch Bizzabo's Virtual Experience Solution, an Online Platform For In-Person Marketing During COVID-19

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Leading Event Success Platform, Bizzabo Launches "Bizzabo Virtual Experience Solution" in Direct Response to Rising Demand Created by COVID-19

[Bizzabo](#), the world's leading Event Success Platform, today announced the launch of 'Bizzabo's Virtual Experience Solution,' enabling Event Marketers to easily broadcast an event of any size, including team meetings, town-halls, international conferences and more. Bizzabo partnered with leading global video technology provider, [Kaltura](#), to expand its offering to include the new solution. The launch comes in response to the rising demand for a technology that can pivot and support changes to an event strategy, quickly and seamlessly. The advanced tool will further strengthen Bizzabo's unique suite of solutions that empower Event Marketers to create and execute impactful and rewarding professional events.

Powered by Kaltura, Bizzabo's Virtual Experience Solution helps Event Marketers to reach the full potential of audience engagement anywhere, at any scale. With powerful live streaming and on-demand capabilities, robust networking opportunities and accessibility across devices, the solution allows event organizers to seamlessly integrate with their own virtual solutions or leverage Bizzabo's end-to-end Virtual Experience Solution.

"When unforeseeable circumstances force event organizers to cancel or postpone in-person events, a lot of time, money and effort spent on creating event assets and content, becomes threatened," said Eran Ben-Shushan, Co-Founder and CEO of Bizzabo. "Bizzabo's Virtual Experience Solution gives Event Marketers their power back by enabling them to easily maximize their already created assets and content, via an intuitive and modern platform that can make virtual events almost as impactful as in-person experiences, driving value for attendees and partners with engaging content and networking opportunities."

The customizable offering includes everything from options to monitor and analyze engagement in real-time to post-event analysis and the measuring of ROI. The solution also introduces immersive, engaging and collaborative tools, such as real-time chat, Q&As, polling and much more to keep attendees focused and actively participating.

"Nothing's better than the power of in-person," said Alon Alroy, Co-Founder of Bizzabo. "But, in certain situations, such as what we're currently experiencing with COVID-19, it can unfortunately become a choice between having an event virtually, or not having one at all. To help empower Event Marketers while they make the switch to online, we've partnered with Kaltura to launch Bizzabo's Virtual Experience Solution, making it easier than ever to create and manage engaging webcasts that can be reliably delivered at any scale, to any device, anywhere."

"And, once COVID-19 passes, Bizzabo's Virtual Experience Solution will continue to be an excellent resource for Event Marketers looking to reduce production complexity and scale events across any organization – without the production overhead," concluded Alroy.

"We are committed to doing whatever we can to leverage the power of video to help mitigate this epidemic," said Zohar Babin, Kaltura EVP Platform and Growth. "In these challenging times, we are focused on ensuring that people and organizations can continue their education and business, all based on virtual experiences leveraging engaging video solutions. We are delighted to join forces with Bizzabo to power their new virtual event platform to help ensure audiences remain connected worldwide."

From live streaming to on-demand video, self-serve to full white glove production services, corporate communications to customer and partner events — Bizzabo offers a flexible and reliable end-to-end solution for all event planning needs, now including webcasting that is powered by Kaltura. Since launching in 2012, Bizzabo has experienced tremendous growth and enabled thousands of events globally to drive success.

For more information please visit: [Bizzabo.com](https://bizzabo.com).

About Bizzabo

Bizzabo is the only Event Success Platform. Bizzabo's all-in-one event software enables in-person events to deliver unique attendee experiences through intelligent and intent-based personalized engagement. We help companies measure, manage and scale events towards key business outcomes, empowering every organizer, marketer, exhibitor, and attendee to unleash the power of professional events. Bizzabo powers events for brands like Forbes, Hubspot's INBOUND, Dow Jones, Gainsight, Uber, Bank of Ireland and Electronic Arts. The company was founded by Boaz Katz, Alon Alroy, and Eran Ben-Shushan, and has more than 140 employees in its New York and Tel-Aviv offices.

About Kaltura

Kaltura's mission is to power any video experience for any organization. Kaltura is the leading video cloud, powering the broadest range of video experiences. Kaltura's products are used by thousands of global enterprises, media companies, service providers and educational institutions, engaging hundreds of millions of viewers at home, at work, and at school.

For more information, visit www.corp.kaltura.com.