

	 MegaCast BY FUTURE B2B	 EcoCast BY FUTURE B2B	 SmartPanel BY FUTURE B2B	 Expert Series BY FUTURE B2B
MINIMUM LEADS	800	400 (150 for Vertical)	150	200
VENDOR PARTICIPANTS	4 to 8	2 to 6	2 to 4	1 to 6
VENDOR PRESENTS?	Yes	Yes	No	No
PRESENTATION LENGTH	20 minutes + 5 minutes Q&A	20 minutes + 5 minutes Q&A	N/A	N/A
JANUARY	1/29: Securing and Protecting Enterprise Cloud Data	1/13: Identity and Access Management: Keys to Success in 2026 1/20: Securing the Enterprise in 2026 and Beyond! 1/27: Supporting Remote and Hybrid Workers	1/21: MXL Architecture and Its Capabilities: Unlocking the Future of Live Production 1/28: MXL in Action: Real-World Interoperability for the Software-Defined Era	1/16: Ransomware Recap: Heroes, Villains, and Lessons from 2025
FEBRUARY	2/26: Meet the AI Assistants: Discover the New Agents that Help Your IT Team and Business Users Get More Done Faster	2/3: How to Responsibly Improve Operations with AI in Public Sector and Education 2/10: Minimizing RTO, RPO, and RTA: Best Practices for Bulletproof Backup and Ultrafast Recovery 2/17: Monitoring and Optimizing a Hybrid Cloud Environment 2/18: Tech & Learning's 2026 EdTech to Watch: Primary Education 2/24: Improving Security, Usability, and Compliance With a Data Governance Framework 2/25: Tech & Learning's 2026 EdTech to Watch Package: Secondary Education	2/4: Next-gen Global Flavors: The Future of Menu Innovation in US Foodservice 2/18: Create Compelling Sports Viewing Experiences 2/25: Higher Ed Classroom: Future Planning & The RFP Process	2/6: Addressing Emerging AI Challenges: Shadow AI, AI Management, AIBOM 2/20: Mastering Data Management: Tips, Tricks, and Emerging Techniques
MARCH	3/12: Complete Data Protection: Security, Training, Backup, and More 3/26: Evolving Each Layer of Your Security Program	3/3: Navigating Next-Gen Network Security: Choosing the Right Fit 3/5: Tech & Learning's 2026 EdTech to Watch Package: Higher Education 3/10: Threat Intelligence & Dark Web Monitoring: Uncovering Secrets to Better Security 3/17: Maximizing Edge Computing Reliability And Resiliency 3/24: Detecting, Investigating, and Responding to Threats: Best Practices	3/4: AI-Powered Customer Service Redefining Retail Engagement 3/11: New Era of Contextual Targeting - Beyond Keywords 3/18: Breaking the Infinite Workday: Rethinking Boundaries in a Hyperconnected World 3/19: Broadcasters and The Rise of the Creator Economy 3/25: Day 2: AV/IT Interoperability 3/31: AI Cyber Governance and Road Map for Responsible Innovation	3/6: Protecting AWS, Azure, and Google Cloud: Real World Best Practices 3/13: Women in Tech 3/20: Game-changing Hardware on the Near Horizon: Storage, Processors, Memory, Networking, and More

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APRIL	4/16: Optimizing and Modernizing IT Infrastructure: From the Data Center to the Cloud 4/30: Agentic AI: Supporting, Managing, Securing, and Optimizing the Next Phase of Artificial Intelligence	4/2: Toward Zero Trust: Key Tools and Strategies to Accelerate Your Security Journey 4/7: Managing Multicloud Environments: Best Practices and Effective Tools 4/14: Healthcare TechCheck: Streamlining Healthcare IT 4/21: Controlling Cloud Costs: Tech Showcase and Best Practices 4/28: AI-Enhanced Backup and Disaster Recovery: Leveling up Data Protection	4/1: The Shift to IP-Based Workflows in Media & Entertainment: 4/15: Optimize Your Retail Store Operations for Agility, Growth 4/22: Collaboration in 2026 & Beyond	4/10: Recovering Microsoft Environments: Top Considerations for Cloud and On-Premises 4/24: Lessons Learned: How Organizations Recover from Ransomware Incidents
MAY	5/14: Backupalooza 2026! New Tools Using AI, Immutability, Air Gapping, Automation, and More 5/28: Supercharging IT Summit	5/12: Security Automation: Tips, Tricks, and Tools for Better Security 5/19: Understanding Threat Detection and Response 5/26: Getting Storage Under Control: Simplifying On-Prem and Cloud-Based Storage Architectures	5/6: Building Adaptive Defenses for Threats With Cyber Resiliency 5/7: Product and Menu Innovation: How Data Is Shaping the Next Big Hits in Food 5/13: Tackling the Health Care Burnout Crisis With AI 5/20: Measuring What Matters: Attribution Analytics and KPIs 5/20: Live Sports Production: Automation, Highlights & Real-Time Decisioning 5/21: Cutting-Edge Tech Innovations Shaping the Future of the Travel and Hospitality Industries 5/27: Drive Sales With AI-Powered Personalization Strategies	5/1: Fire with Fire: Fighting AI Attacks with AI Defenses 5/22: Common Pitfalls of Data Protection and Disaster Recovery
JUNE	6/11: Tech Showcase Day: Addressing Data Protection and Disaster Recovery Needs 6/25: Keeping up with Ransomware: Evolving Defenses to Counter Changing Attacks	6/2: Building a Governance, Risk, and Compliance Framework 6/9: Best Practices: Supercharging Your Hybrid Cloud Environment 6/16: Empowering Distributed Workforces: DEX, DaaS, VDI and Other Tools to Level up Your Organization's Productivity 6/23: Protecting Your Data: A Holistic Approach to Data Security, Data Loss, PII Protection, and More 6/30: Backing up, Securing, and Optimizing Kubernetes/Containerized Environments	6/3: Countering Ransomware Threats: Tactics to Mitigate Phishing Attacks 6/17: Remote Production: Live Events & Awards Shows 6/24: AI Strategies to Optimize Stock and Supply Chain Operations	6/5: Securing What's Outside Your Control: Supply Chain Security, Shadow AI, SBOM, and More 6/12: Integrating AI into the Enterprise
JULY	7/30: Managing AI: Tools and Techniques to Secure, Optimize, and Maximize Your AI Initiatives	7/7: Securing Identity with Passwordless Authentication 7/14: Supporting, Securing, & Improving Azure, M365 & Microsoft-centric Environments 7/21: Securing the Enterprise with Endpoint Protection Platforms 7/28: Tech Showcase: Assessing and Improving Backup, Data Protection, and Disaster Recovery Capabilities	7/8: Agentic AI: Unveiling Cyber risks and Reimagining Defense 7/22: Designing an Open AV/IT Ecosystem	7/10: Key Differences Between Disaster Recovery and Ransomware Recovery Plans 7/24: Mastering Backup: Tools, Tips, Tricks, and New Techniques

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AUGUST	8/27: Cloud Security Fest 2026!	8/4: Boosting IT Efficiency: How to Do More with Less 8/11: The Cloud-Powered Enterprise: Securing Your Cloud 8/18: Upleveling Your Identity and Access Management Solutions 8/25: The Power of Data: Enabling Automation and Operational Efficiencies	8/5: Cloud Security Unlocked: Tips, Tools and Trends 8/6: Where foodservice meets retail: Strategy, innovation and winning formats 8/12: Navigating Privacy-First Targeting 101 8/13: The Future of Television and Streaming Video 8/19: Displays: The New Pitch 8/26: The Human Edge: Succeeding with an AI-Powered Workforce	8/7: The 101 Course: Keeping Data Safe and Recoverable 8/21: Emerging Best Practices for Defending Microsoft Cloud, AD, and Databases
SEPTEMBER	9/10: Artificial Intelligence Showcase: Looking at Now and Into the Future of AI 9/24: Next Level IT: Tools, Products, and Services for Exceptional IT Operations	9/1: Transforming IT in Healthcare Environments 9/8: Defending Against the Attacks of the Future with Post-Quantum Cryptography 9/15: API Security: Monitoring and Securing Application Programming Interfaces 9/22: Discovery Day: Products and Services That Support Cloud Migration, Security, Sustainability, and Success 9/29: Best Practices Series: Implementing Advanced Threat Detection	9/2: Zero Trust: What Does It Take to Get It Right? 9/2: From SDI to IP: Choosing the Right Intercom System for the Future 9/16: Elevating Retail Shopping Experience With AI-Powered Visual Search 9/23: The Benefits of Creating a Virtual Production Studio	9/11: Exploring the Intersection of Data, Storage, and Artificial Intelligence 9/18: Cloud Security Posture: Shrinking the Public, Private, and Hybrid Cloud Attack Surface 9/25: The Complete Ransomware Protection Stack: From Prevention to Detection to Response to Recovery
OCTOBER	10/15: Defense in Depth: Building a Robust Ransomware Prevention and Recovery Strategy 10/29: Tech Showcase Day: Master of Disaster 2027	10/1: Building a Proactive PC Upgrade Strategy 10/6: Turning Your Log and Incident Data into Real-time Security Insights 10/13: Supporting, Securing, and Enhancing Microsoft-centric Environments 10/20: Supporting and Enabling Modern Applications 10/27: Transforming Backup and Disaster Recovery with AI and Emerging Techniques	10/7: Hypersonalization at Scale, Delivering Immersive Experiences 10/8: What's the Killer AI App for Pro AV? 10/14: AI's Role in Loss Prevention and Retail Security in Modern Stores 10/21: Beyond Awareness Month: Building Year-Round Cyber Resilience 10/22: Transform Broadcast Workflows with Cloud Technology 10/28: AV/IT Manager Higher Ed Classroom AV Roundtable	10/9: Protecting and Optimizing Team Collaboration Software: Keeping Slack, Teams, Google and Other Users and Data Safe 10/23: Kubernetes and Containers: New Ways to Secure, Back up and Optimize Modern App Environments
NOVEMBER	11/19: Tech Showcase Day: Cutting Edge Tech 2027	11/3: Taking Identity and Access Management to the Next Level 11/10: Guide to Cloud Tools: The Products and Services Critical to Cloud Migration, Security, Sustainability, and Success 11/17: Solutions and Tools that Use AI to Get More from Your Existing Data 11/24: Building a Robust Security Awareness Program	11/4: Retail 2027: Navigating the Next Wave of Consumer Shopping Experiences 11/18: Your Pain Points Answered	11/6: Unlocking Business Value: AI in Enterprise IT 11/13: Securing Endpoints Through Effective Management, Solutions and Strategies

DECEMBER

	 MegaCast BY FUTURE B2B	 EcoCast BY FUTURE B2B	 SmartPanel BY FUTURE B2B	 Expert Series BY FUTURE B2B
		12/1: Developing Your 2027 Data Security Plan 12/8: Hybrid/Public/Private Clouds: Which Cloud Is Right For Your Infrastructure? 12/15: Supercharging Public Sector and Education Technology and Security	12/2: Cyber 2027: The Future Is Already Hacked! 12/3: Future-Proofing News: Technology, AI, and the Cloud 12/9: Higher Ed UC&C: Beyond the Classroom	12/4: Database Bakeoff: Exploring Modern Database Structures 12/11: Tracking the Attackers: Ransomware



BY FUTURE B2B

ActualTech Media's MegaCast themed tech webinars have been proven to be a leading way by which business and technical decision makers educate themselves on technologies and what's available to them in the market.

These multi-vendor virtual events offer viewers back-to-back presentations from 6 to 8+ vendors that have a story to tell around the theme of the event.



BY FUTURE B2B

The Expert Series webinar provides clients with the ultimate "set-it-and-forget-it" turnkey experience. We provide expert-level content, give you a sponsorship shout-out, and present a slide to our audience about your solution.



BY FUTURE B2B

The EcoCast is a webinar that provides a variety of more targeted-focus themes. With 2 to 6+ vendor/companies participating and a minimum of event registrations.

They are a perfect way to tell a receptive audience about your product or service.



BY FUTURE B2B

Have your thought leader or subject-matter expert join a virtual panel with other topic area specialists to discuss the topics and challenges that your company and customers care about most.



SINGLE VENDOR
WEBINAR PROGRAMS

In addition to the multi-vendor webinars on our schedule, we're happy to help you execute your next webinar. A standard FutureB2B webinar is up to an hour long and carries with it a minimum commitment of 200 registrations. We provide a project manager, the platform, moderation services, and can even speak on the webinar as independent experts. We've performed dozens of highly successful webinars for a number of happy clients! If you have a webinar need, please contact us.



CUSTOM WEBINARS

FutureB2B routinely performs custom online webinars for our clients ranging from small gatherings to large expositions. For all webinars, we provide a project manager, the presentation platform, a moderator, and we can also supply a speaker for you. Whether you want a webinar that's a small as a 30-minute platform demo to as large as a 4-hour extravaganza with a full agenda, we're ready to lend a hand!