

|                     | <div> <b>MegaCast</b><br/><small>BY FUTURE B2B</small></div> | <div> <b>EcoCast</b><br/><small>BY FUTURE B2B</small></div>                               | <div> <b>SmartPanel</b><br/><small>BY FUTURE B2B</small></div>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <div> <b>ExpertCast</b><br/><small>BY FUTURE B2B</small></div> |
|---------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| MINIMUM LEADS       | 800                                                                                                                                           | 400<br>(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             |                                                                                                                                               | <b>1/12:</b> Planning for Autonomous Enterprise Operations<br><b>1/26:</b> Fourth-Party Risk Discovery and Software Supply Chain Security                                    | <b>1/20:</b> Cybersecurity Series: Protecting the Modern Media Operation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>1/15:</b> The AI ROI Mandate: Getting Returns on AI Investments                                                                                |
| FEBRUARY            | <b>2/11:</b> Agentic AI: Supporting, Managing, Securing, and Optimizing the Next Phase of Artificial Intelligence                             | <b>2/2:</b> Limiting API Sprawl and Improving API Security<br><b>2/16:</b> The Autonomous SOC<br><b>2/23:</b> Migrating Virtualization Workloads                             | <b>2/18:</b> The State of Workplace AI: 2027 and Beyond<br><b>2/24:</b> The Orchestration Layer: Building Intelligent, Software-Defined Media Operations                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>2/5:</b> Ransomware Recap: Heroes, Villains, and Lessons from 2026<br><b>2/19:</b> Mastering Multi-Cloud IAM                                   |
| MARCH               | <b>3/11:</b> The GPU Capacity Squeeze: Strategizing Cloud Allocations in an Infrastructure Deficit                                            | <b>3/2:</b> Data Quality Triage Guide: How to Fix Unstructured, Messy, or Siloed Data<br><b>3/23:</b> Cloud Cost Optimization<br><b>3/30:</b> Automating Identity Governance | <b>3/4:</b> How AI Agents Are Transforming Planning, Production and Distribution Decisions<br><b>3/9:</b> Agentic AI and the Future of Retail<br><b>3/10:</b> CTE in Action: Connecting Classrooms to Careers<br><b>3/16:</b> Practical Applications of Broadcast-Quality AV in Enterprise and Higher Ed<br><b>3/17:</b> Road to NAB 2027 Series: The Technologies and Strategies Shaping Broadcast's Next Chapter<br><b>3/18:</b> Securing Autonomous AI<br><b>3/24:</b> Road to NAB 2027 Series: The Technologies and Strategies Shaping Broadcast's Next Chapter<br><b>3/31:</b> Cybersecurity Series: Securing IP-Based Media Operations | <b>3/5:</b> Integrating AI into the Enterprise<br><b>3/19:</b> Testing Backups: Key Considerations for Successful Recovery                        |

|       | <div> <b>MegaCast</b><br/><small>BY FUTURE B2B</small></div>                          | <div> <b>EcoCast</b><br/><small>BY FUTURE B2B</small></div>                                                                                                                                            | <div> <b>SmartPanel</b><br/><small>BY FUTURE B2B</small></div>                                                                                                                                                                                                                                               | <div> <b>ExpertCast</b><br/><small>BY FUTURE B2B</small></div> |
|-------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| APRIL | <div>4/15: Evolving Each Layer of Your Security Program</div> <div>4/29: Managing AI: Tools and Techniques to Secure, Optimize, and Maximize Your AI Initiatives</div> | <div>4/6: Improving User Productivity</div> <div>4/20: The AI Security Stack</div>                                                                                                                                                                                                        | <div>4/14: Beyond the Swipe: Monetizing the Agentic Checkout</div> <div>4/21: Zero Trust Evolution: Building Security Resilience at Scale</div> <div>4/22: Higher Ed Classroom: Future Planning &amp; The RFP Process</div> <div>4/27: Public Safety in 2027: Communications, Response, and Emerging Technology</div> <div>4/28: Strategies for Creating Productive Learning Environments</div> | <div>4/9: Getting Shadow AI Under Control</div>                                                                                                   |
| MAY   | <div>5/13: Keeping up with Ransomware: Evolving Defenses to Counter Changing Attacks</div> <div>5/27: The AI and Cloud Security Frontier</div>                         | <div>5/4: ERP Migration Options</div> <div>5/18: Moving Beyond the Perimeter with Zero Trust</div>                                                                                                                                                                                        | <div>5/6: AV for Broadcast: The New Buzzword for Pro AV</div> <div>5/12: The New Live Production Model</div> <div>5/19: Agentic AI: Unmasking Cyberrisks and Redefining Enterprise Defense</div> <div>5/20: Cybersecurity Series: Ransomware Protection &amp; Recovery, Keeping Broadcast Operations On Air</div> <div>5/26: Killing Silos: Moving From Omnichannel to Unified Commerce</div>   | <div>5/7: Managing AI Token Costs</div> <div>5/21: Fighting AI-powered Ransomware</div>                                                           |
| JUNE  | <div>6/10: Next-Gen IT Architectures: Bridging On-Prem Resilience with Cloud Agility</div>                                                                             | <div>6/1: Continuous Compliance: Trading Annual Audits for Real-Time GRC Visibility</div> <div>6/15: Improving SecOps: The Tools, Metrics, and Automations Necessary for Next Level Performance</div> <div>6/22: Supporting, Securing, and Enhancing Microsoft-centric Environments</div> | <div>6/2: Marketing for the Frictionless Journey: Engaging the Conversational Buyer</div> <div>6/16: Securing Your Enterprise: AI Governance Strategies Beyond the Framework</div> <div>6/23: Sports Production Technology Building the Modern Fan Experience</div> <div>6/24: Future-Proof Your Retail Network and Ditch the 12-Month Forecast Model</div>                                     | <div>6/4: Are You Ready for Global AI Regulation?</div> <div>6/25: Data Management in the AI Era</div>                                            |
| JULY  | <div>7/15: Breaking Data Gravity: Mitigating Hyperscaler Egress Fees and Cloud Silo Issues</div>                                                                       | <div>7/8: Beyond Prevention: Engineering Live Ransomware Recovery and Operational Resilience</div> <div>7/20: Passwordless Authentication: Alternatives to Traditional MFA</div> <div>7/27: Defending Against Agentic AI Malware</div>                                                    | <div>7/13: Unlocking a New Wave of Digital Advertising and the Future of In-Store Shopping</div> <div>7/21: Insider Threats: Uncovering Shadow AI to Prevent Data Leakage</div> <div>7/22: Workplace AI: The AI Agent Uncovered The How, What, &amp; Where</div> <div>7/28: Cybersecurity Series: AI, Automation &amp; the New Cyber Threat Landscape</div>                                     | <div>7/23: Getting Started with RAG and Open-source AI Models</div>                                                                               |

|           | <div> <b>MegaCast</b><br/><small>BY FUTURE B2B</small></div> | <div> <b>EcoCast</b><br/><small>BY FUTURE B2B</small></div>                                                                                   | <div> <b>SmartPanel</b><br/><small>BY FUTURE B2B</small></div>                                                                                                                                                                          | <div> <b>ExpertCast</b><br/><small>BY FUTURE B2B</small></div> |
|-----------|-----------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| AUGUST    | 8/12: AI Summit: From Strategy to Execution                                                                                                   | 8/3: Getting Ready for the Post-Quantum Threat<br>8/17: Transforming IT in Healthcare Environments<br>8/24: Securing AI Agent Access                                                                                             | 8/5: Growing Employee Advocacy and UGC in an AI-Driven Era<br>8/11: The Creator-to-Broadcast Workflow: Managing Content Across Every Platform<br>8/18: Machine Identity Governance: Controlling Cloud & AI Agent Access<br>8/19: AV & IT Interoperability and The Discussions We Need to Have Now                          | 8/6: Keeping Up with Cyber Insurance Requirements                                                                                                 |
| SEPTEMBER | 9/9: All Things Backup: New Tricks, New Rules, New Automations to Ensure Recovery<br>9/23: Look Ahead: Cutting Edge Tech for 2028             | 9/14: Automated Assurance: The Future of Frictionless Compliance Engineering<br>9/28: Agentic AI Integration and Management                                                                                                      | 9/2: How to Simplify the Management of Large-Scale Production Environments<br>9/8: The Modern Media Supply Chain From Capture to Consumption<br>9/15: Overcoming Legacy Infrastructure Limits to Modernize Enterprise AI<br>9/30: Cybersecurity Series: Securing Cloud & Remote Production for Distributed Media Workflows | 9/3: Patching in the Era of AI Speed<br>9/17: Exploring the Intersection of Data, Storage, and AI                                                 |
| OCTOBER   | 10/14: Defense in Depth: Building a Robust Cybersecurity Infrastructure<br>10/28: Moving AI to Production: Overcoming Common Hurdles          | 10/5: Managing Virtual Machines and Containers<br>10/19: Complete Phishing Protection for 2027: Tools, Training, and Automation                                                                                                  | 10/6: Architecting a Cyber Resilience Strategy for Intelligent Vulnerability Management<br>10/7: The Modern Higher Ed Classroom: An AV/IT Leaders Roundtable<br>10/20: Streaming, FAST & Monetization Building the Revenue Layer of Modern Media                                                                           | 10/22: AI vs. AI: Using AI-enhanced Security Tools to Counter AI-powered Threats                                                                  |
| NOVEMBER  | 11/18: IT Leadership & Strategy Summit                                                                                                        | 11/2: Identity Orchestration for Better Protection<br>11/9: Resilience Strategy: Updating the Enterprise Plan for Ransomware and Natural Disasters<br>11/16: Deepfake Detection: How to Protect the Enterprise from Costly Scams | 11/3: Framework Guide: Emerging Cybersecurity Trends for 2028<br>11/4: Workplace AI: 360 Degrees Successful Collaboration Space AI<br>11/10: The Software-Defined Broadcast Facility<br>11/17: Retail 2028: How Retailers Can Prepare for Autonomous Markets                                                               | 11/5: Managing the Human-Agent Hybrid Workforce                                                                                                   |
| DECEMBER  |                                                                                                                                               | 12/7: ITSM 2028: The Autonomous Enterprise                                                                                                                                                                                       | 12/1: Digging Deep on AI in HR: Decisions, Liability & Defensibility<br>12/2: Cybersecurity Series: Building a Cyber-Resilient Media Operation for 2028<br>12/9: Higher Ed UC&C: Beyond the Classroom                                                                                                                      | 12/10: Ransomware and Security Look Ahead: What to Expect in 2028                                                                                 |



**MegaCast**  
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.



**ExpertCast**  
BY FUTURE B2B

The ExpertCast 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.



**EcoCast**  
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.



**SmartPanel**  
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 webinar is up to an hour long and carries with it a minimum commitment of 150 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.