# Multi-Vendor Webinar Schedule Wish List

FUTURE B2B

| | MegaCast BY FUTURE B2B | EcoCast BY FUTURE B2B | SmartPanel BY FUTURE B2B | ExpertCast BY FUTURE B2B |
|---|---|---|---|---|
| **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 |
| **DECEMBER** | | **12/1:** Developing Your 2027 Data Security Plan<br>**12/7:** ITSM 2028: The Autonomous Enterprise | **12/2:** Cyber 2027: The Future Is Already Hacked!<br>**12/2:** Cybersecurity Series: Building a Cyber-Resilient Media Operation for 2028 | **12/10:** Ransomware and Security Look Ahead: What to Expect in 2028 |
| **JANUARY** | | **1/12:** Planning for Autonomous Enterprise Operations | | **1/15:** The AI ROI Mandate: Getting Returns on AI Investments |
| **FEBRUARY** | | **2/23:** Migrating Virtualization Workloads | **2/18:** The State of Workplace AI: 2027 and Beyond | |
| **MARCH** | | | **3/17:** Road to NAB 2027 Series: The Technologies and Strategies Shaping Broadcast's Next Chapter<br>**3/24:** Road to NAB 2027 Series: The Technologies and Strategies Shaping Broadcast's Next Chapter | **3/19:** Testing Backups: Key Considerations for Successful Recovery |
| **APRIL** | | **4/20:** The AI Security Stack | **4/22:** Higher Ed Classroom: Future Planning & The RFP Process | **4/9:** Getting Shadow AI Under Control |
| **MAY** | | **5/18:** Moving Beyond the Perimeter with Zero Trust | **5/19:** Agentic AI: Unmasking Cyberrisks and Redefining Enterprise Defense<br>**5/26:** Killing Silos: Moving From Omnichannel to Unified Commerce | |
| **JUNE** | | **6/22:** Supporting, Securing, and Enhancing Microsoft-centric Environments | **6/2:** Marketing for the Frictionless Journey: Engaging the Conversational Buyer<br>**6/23:** Sports Production Technology Building the Modern Fan Experience<br>**6/24:** Future-Proof Your Retail Network and Ditch the 12-Month Forecast Model | **6/4:** Are You Ready for Global AI Regulation? |

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| **JULY** | **7/15:** Breaking Data Gravity: Mitigating Hyperscaler Egress Fees and Cloud Silo Issues | **7/20:** Passwordless Authentication: Alternatives to Traditional MFA | **7/28:** Cybersecurity Series: AI, Automation & the New Cyber Threat Landscape | |
| **AUGUST** | | **8/17:** Transforming IT in Healthcare Environments<br><br>**8/24:** Securing AI Agent Access | **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><br>**9/23:** Look Ahead: Cutting Edge Tech for 2028 | | **9/2:** How to Simplify the Management of Large-Scale Production Environments<br><br>**9/8:** The Modern Media Supply Chain From Capture to Consumption | |
| **OCTOBER** | **10/14:** Defense in Depth: Building a Robust Cybersecurity Infrastructure<br><br>**10/28:** Moving AI to Production: Overcoming Common Hurdles | | **10/6:** Architecting a Cyber Resilience Strategy for Intelligent Vulnerability Management<br><br>**10/7:** The Modern Higher Ed Classroom: An AV/IT Leaders Roundtable<br><br>**10/20:** Streaming, FAST & Monetization Building the Revenue Layer of Modern Media | |
| **NOVEMBER** | | **11/24:** Automating Security: Leveraging Next-Gen Tools, Frameworks, and AI<br><br>**11/2:** Identity Orchestration for Better Protection<br><br>**11/9:** Resilience Strategy: Updating the Enterprise Plan for Ransomware and Natural Disasters | **11/3:** Framework Guide: Emerging Cybersecurity Trends for 2028<br><br>**11/17:** Retail 2028: How Retailers Can Prepare for Autonomous Markets | **11/5:** Managing the Human-Agent Hybrid Workforce |

## 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.