# 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 |
| **NOVEMBER** | | **11/24:** Automating Security: Leveraging Next-Gen Tools, Frameworks, and AI | **11/17:** Retail 2028: How Retailers Can Prepare for Autonomous Markets | |
| **DECEMBER** | | **12/1:** Developing Your 2027 Data Security Plan | | |
| **JANUARY** | | | **1/20:** Cybersecurity Series: Protecting the Modern Media Operation | **1/15:** The AI ROI Mandate: Getting Returns on AI Investments |
| **FEBRUARY** | **2/11:** Agentic AI: Supporting, Managing, Securing, and Optimizing the Next Phase of Artificial Intelligence | **2/2:** Limiting API Sprawl and Improving API Security | **2/18:** The State of Workplace AI: 2027 and Beyond | **2/19:** Mastering Multi-Cloud IAM |
| **MARCH** | | | **3/16:** Practical Applications of Broadcast-Quality AV in Enterprise and Higher Ed<br>**3/17:** Road to NAB 2027 Series: The Technologies and Strategies Shaping Broadcast's Next Chapter<br>**3/18:** Securing Autonomous AI | |
| **APRIL** | **4/29:** Managing AI: Tools and Techniques to Secure, Optimize, and Maximize Your AI Initiatives | **4/6:** Improving User Productivity | **4/14:** Beyond the Swipe: Monetizing the Agentic Checkout | |
| **MAY** | **5/13:** Keeping up with Ransomware: Evolving Defenses to Counter Changing Attacks | | **5/6:** AV for Broadcast: The New Buzzword for Pro AV<br>**5/12:** The New Live Production Model<br>**5/19:** Agentic AI: Unmasking Cyberrisks and Redefining Enterprise Defense | **5/21:** Fighting AI-powered Ransomware |
| **JUNE** | **6/10:** Next-Gen IT Architectures: Bridging On-Prem Resilience with Cloud Agility | | **6/23:** Sports Production Technology Building the Modern Fan Experience | **6/4:** Are You Ready for Global AI Regulation? |

# Multi-Vendor Webinar Schedule Wish List

FUTURE B2B

| | MegaCast BY FUTURE B2B | EcoCast BY FUTURE B2B | SmartPanel BY FUTURE B2B | ExpertCast BY FUTURE B2B |
|---|---|---|---|---|
| **JULY** | **7/15:** Breaking Data Gravity: Mitigating Hyperscaler Egress Fees and Cloud Silo Issues | | **7/22:** Workplace AI: The AI Agent Uncovered The How, What, & Where<br><br>**7/28:** Cybersecurity Series: AI, Automation & the New Cyber Threat Landscape | **7/23:** Getting Started with RAG and Open-source AI Models |
| **AUGUST** | | **8/17:** Transforming IT in Healthcare Environments | **8/5:** Growing Employee Advocacy and UGC in an AI-Driven Era | |
| **SEPTEMBER** | **9/23:** Look Ahead: Cutting Edge Tech for 2028 | | **9/8:** The Modern Media Supply Chain From Capture to Consumption<br><br>**9/15:** Overcoming Legacy Infrastructure Limits to Modernize Enterprise AI<br><br>**9/30:** Cybersecurity Series: Securing Cloud & Remote Production for Distributed Media Workflows | |
| **OCTOBER** | | | **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 | |

## 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.