# 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>**12/15:** The Bot Boss: Managing, Auditing, and Directing Autonomous AI Teams<br>**12/7:** ITSM 2028: The Autonomous Enterprise | **12/8:** The Distribution Decision<br>**12/1:** Digging Deep on AI in HR: Decisions, Liability & Defensibility | **12/10:** Ransomware and Security Look Ahead: What to Expect in 2028 |
| **JANUARY** | | | **1/20:** Cybersecurity Series: Protecting the Modern Media Operation | |
| **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<br>**2/16:** The Autonomous SOC<br>**2/23:** Migrating Virtualization Workloads | | **2/19:** Mastering Multi-Cloud IAM |
| **MARCH** | | | **3/16:** Practical Applications of Broadcast-Quality AV in Enterprise and Higher Ed<br>**3/24:** Road to NAB 2027 Series: The Technologies and Strategies Shaping Broadcast's Next Chapter | |
| **APRIL** | **4/29:** Managing AI: Tools and Techniques to Secure, Optimize, and Maximize Your AI Initiatives | **4/6:** Improving User Productivity<br>**4/20:** The AI Security Stack | **4/14:** Beyond the Swipe: Monetizing the Agentic Checkout<br>**4/21:** Zero Trust Evolution: Building Security Resilience at Scale<br>**4/28:** Strategies for Creating Productive Learning Environments | **4/9:** Getting Shadow AI Under Control |
| **MAY** | **5/13:** Keeping up with Ransomware: Evolving Defenses to Counter Changing Attacks<br>**5/27:** The AI and Cloud Security Frontier | | **5/12:** The New Live Production Model | |

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| **JUNE** | | **6/15:** Improving SecOps: The Tools, Metrics, and Automations Necessary for Next Level Performance | **6/2:** Marketing for the Frictionless Journey: Engaging the Conversational Buyer<br><br>**6/23:** Sports Production Technology Building the Modern Fan Experience | **6/4:** Are You Ready for Global AI Regulation?<br><br>**6/25:** Data Management in the AI Era |
| **JULY** | | **7/20:** Passwordless Authentication: Alternatives to Traditional MFA | | **7/23:** Getting Started with RAG and Open-source AI Models |
| **AUGUST** | | **8/24:** Securing AI Agent Access | **8/5:** Growing Employee Advocacy and UGC in an AI-Driven Era<br><br>**8/18:** Machine Identity Governance: Controlling Cloud & AI Agent Access | **8/6:** Keeping Up with Cyber Insurance Requirements |
| **SEPTEMBER** | **9/23:** Look Ahead: Cutting Edge Tech for 2028 | **9/14:** Automated Assurance: The Future of Frictionless Compliance Engineering | | **9/3:** Patching in the Era of AI Speed |
| **OCTOBER** | **10/28:** Moving AI to Production: Overcoming Common Hurdles | **10/19:** Complete Phishing Protection for 2027: Tools, Training, and Automation | **10/6:** Architecting a Cyber Resilience Strategy for Intelligent Vulnerability Management | |
| **NOVEMBER** | | | **11/10:** The Software-Defined Broadcast Facility | |

## 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.