# 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 |
| **JANUARY** | | **1/12:** Planning for Autonomous Enterprise Operations | **1/20:** Cybersecurity Series: Protecting the Modern Media Operation | |
| **FEBRUARY** | | | | **2/5:** Ransomware Recap: Heroes, Villains, and Lessons from 2026 |
| **MARCH** | | **3/30:** Automating Identity Governance | **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 | **3/5:** Integrating AI into the Enterprise<br>**3/19:** Testing Backups: Key Considerations for Successful Recovery |
| **APRIL** | **4/29:** Managing AI: Tools and Techniques to Secure, Optimize, and Maximize Your AI Initiatives | | **4/21:** Zero Trust Evolution: Building Security Resilience at Scale | |
| **MAY** | **5/13:** Keeping up with Ransomware: Evolving Defenses to Counter Changing Attacks<br>**5/27:** The AI and Cloud Security Frontier | | **5/6:** AV for Broadcast: The New Buzzword for Pro AV<br>**5/12:** The New Live Production Model | **5/7:** Managing AI Token Costs<br>**5/21:** Fighting AI-powered Ransomware |
| **JUNE** | | **6/1:** Continuous Compliance: Trading Annual Audits for Real-Time GRC Visibility<br>**6/15:** Improving SecOps: The Tools, Metrics, and Automations Necessary for Next Level Performance | **6/24:** Future-Proof Your Retail Network and Ditch the 12-Month Forecast Model | **6/25:** Data Management in the AI Era |
| **JULY** | | | **7/13:** Unlocking a New Wave of Digital Advertising and the Future of In-Store Shopping<br>**7/28:** Cybersecurity Series: AI, Automation & the New Cyber Threat Landscape | **7/23:** Getting Started with RAG and Open-source AI Models |

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| **AUGUST** | | | **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 | | **9/8:** The Modern Media Supply Chain From Capture to Consumption<br><br>**9/15:** Overcoming Legacy Infrastructure Limits to Modernize Enterprise AI | **9/17:** Exploring the Intersection of Data, Storage, and AI |
| **OCTOBER** | **10/28:** Moving AI to Production: Overcoming Common Hurdles | **10/19:** Complete Phishing Protection for 2027: Tools, Training, and Automation | **10/20:** Streaming, FAST & Monetization Building the Revenue Layer of Modern Media | |
| **NOVEMBER** | **11/18:** IT Leadership & Strategy Summit | **11/2:** Identity Orchestration for Better Protection | **11/3:** Framework Guide: Emerging Cybersecurity Trends for 2028<br><br>**11/4:** Workplace AI: 360 Degrees Successful Collaboration Space AI | |
| **DECEMBER** | | **12/7:** ITSM 2028: The Autonomous Enterprise | **12/8:** The Distribution Decision<br><br>**12/1:** Digging Deep on AI in HR: Decisions, Liability & Defensibility | **12/10:** Ransomware and Security Look Ahead: What to Expect in 2028 |

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## 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.