# Multi-Vendor Webinar Schedule Wish List (Filtered)

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 | **12/8:** The Distribution Decision<br>**12/1:** Digging Deep on AI in HR: Decisions, Liability & Defensibility<br>**12/2:** Cybersecurity Series: Building a Cyber-Resilient Media Operation for 2028 | |
| **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<br>**2/16:** The Autonomous SOC | **2/18:** The State of Workplace AI: 2027 and Beyond | **2/19:** Mastering Multi-Cloud IAM |
| **MARCH** | | **3/30:** Automating Identity Governance | **3/16:** Practical Applications of Broadcast-Quality AV in Enterprise and Higher Ed | |
| **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 | **4/22:** Higher Ed Classroom: Future Planning & The RFP Process<br>**4/28:** Strategies for Creating Productive Learning Environments | |
| **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 |
| **JUNE** | **6/10:** Next-Gen IT Architectures: Bridging On-Prem Resilience with Cloud Agility | | **6/2:** Marketing for the Frictionless Journey: Engaging the Conversational Buyer<br>**6/24:** Future-Proof Your Retail Network and Ditch the 12-Month Forecast Model | |

# Multi-Vendor Webinar Schedule Wish List (Filtered)

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 | | **7/13:** Unlocking a New Wave of Digital Advertising and the Future of In-Store Shopping<br><br>**7/28:** Cybersecurity Series: AI, Automation & the New Cyber Threat Landscape | |
| **AUGUST** | | **8/24:** Securing AI Agent Access | **8/5:** Growing Employee Advocacy and UGC in an AI-Driven Era | |
| **SEPTEMBER** | **9/9:** All Things Backup: New Tricks, New Rules, New Automations to Ensure Recovery | | **9/2:** How to Simplify the Management of Large-Scale Production Environments<br><br>**9/30:** Cybersecurity Series: Securing Cloud & Remote Production for Distributed Media Workflows | **9/3:** Patching in the Era of AI Speed |
| **OCTOBER** | | | **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 | |
| **NOVEMBER** | | **11/24:** Automating Security: Leveraging Next-Gen Tools, Frameworks, and AI | **11/3:** Framework Guide: Emerging Cybersecurity Trends for 2028<br><br>**11/10:** The Software-Defined Broadcast Facility<br><br>**11/17:** Retail 2028: How Retailers Can Prepare for Autonomous Markets | |

## 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.