# 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** | | **12/15:** The Bot Boss: Managing, Auditing, and Directing Autonomous AI Teams | **12/2:** Cyber 2027: The Future Is Already Hacked!<br>**12/9:** Higher Ed UC&C: Beyond the Classroom<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 | **12/10:** Ransomware and Security Look Ahead: What to Expect in 2028 |
| **JANUARY** | | **1/12:** Planning for Autonomous Enterprise Operations<br>**1/26:** Double-Edged Agents: Navigating the Security Risks and Rewards of Autonomous AI | **1/20:** Cybersecurity Series: Protecting the Modern Media Operation | **1/15:** The AI ROI Mandate: Getting Returns on AI Investments |
| **FEBRUARY** | | **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** | | **3/23:** Cloud Cost Optimization<br>**3/30:** Automating Identity Governance | **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** | **4/15:** Evolving Each Layer of Your Security Program | **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>**4/27:** Public Safety in 2027: Communications, Response, and Emerging Technology | |
| **MAY** | | **5/18:** Moving Beyond the Perimeter with Zero Trust | **5/6:** AV for Broadcast: The New Buzzword for Pro AV<br>**5/19:** Agentic AI: Unmasking Cyberrisks and Redefining Enterprise Defense | **5/21:** Fighting AI-powered Ransomware |

# 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 |
|---|---|---|---|---|
| **JUNE** | | | **6/2:** Marketing for the Frictionless Journey: Engaging the Conversational Buyer<br><br>**6/23:** Sports Production Technology Building the Modern Fan Experience | |
| **JULY** | | | **7/13:** Unlocking a New Wave of Digital Advertising and the Future of In-Store Shopping<br><br>**7/21:** Insider Threats: Uncovering Shadow AI to Prevent Data Leakage | **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** | | **9/14:** Automated Assurance: The Future of Frictionless Compliance Engineering | **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 | **9/3:** Patching in the Era of AI Speed |
| **OCTOBER** | **10/14:** Defense in Depth: Building a Robust Cybersecurity Infrastructure<br><br>**10/28:** Moving AI to Production: Overcoming Common Hurdles | | **10/7:** The Modern Higher Ed Classroom: An AV/IT Leaders Roundtable | |
| **NOVEMBER** | **11/18:** IT Leadership & Strategy Summit | **11/2:** Identity Orchestration for Better Protection | | |

## 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.