

AI Impact Series

Driving Industry Transformation

A FUTURE B2B WEBINAR SERIES

The AI Impact Webinar Series goes deep on how AI is driving transformation in eight key industries: finance, retail, health care, education, marketing, IT/cybersecurity and public sector. The content focuses on best practices, compelling use cases, actionable insights and real-world solutions that will empower attendees to think differently about how to use AI in their work today and into the future.

Last year, the AI Impact Webinar Series generated **2,100 unique registrants** and an average of 800 registrants per session. Participate in the AI Impact Webinar Series for the opportunity to showcase your organization's AI expertise in front of highly qualified industry professionals from SmartBrief and the wider Future B2B network and generate high-quality leads.



THE SERIES SESSION AGENDA:

- Intros & Housekeeping
- 20-minute Keynote Presentation
- 5 minute Q&A
- 20-minute Panel Discussion
- 5 minute Q&A
- Closing Remarks



Almost **40%** of Attendees are Director+ level and have 1000+ employees.

SOURCE: 2025 FUTUREB2B WEBINAR STATS.

THE SERIES AT A GLANCE

SESSION 1: FINANCIAL SERVICES

The Integration of AI in the Financial Services Industry

Date: August 5

Sponsor Deadline: June 25

Target Audience: Risk & compliance leaders, security and fraud specialists, IT and data teams, C-suite and finance executives

The integration of AI in the financial services industry is shifting from experimental, isolated use cases to core, strategic implementation. This event will focus on key topics impacting the industry as it relates to AI including risk management & fraud detection, regulatory compliance, and other emerging trends.

SESSION 2: BUSINESS

The Human Edge: Succeeding with an AI-Powered Workforce

Date: August 13

Sponsor Deadline: July 2

Target Audience: Executives running companies and leading workteams

Connect with organizational leaders eager to unlock the future of HR. Join this panel to demonstrate your thought leadership and showcase your tools and solutions that can transform hiring, talent development and workforce management. Show them that you understand their challenges and can offer ideas and strategies to move them forward. Talking points for this panel include:

- The “deskless workplace”
- Create great work – not just efficient work
- Hire who you need – not just who looks good on paper

SESSION 3: RETAIL

The Age of AI Agents: Driving Retail Innovation and Future Growth

Date: August 20

Sponsor Deadline: July 9

Target Audience: Retail executives and decision-makers within operations, technology and customer experience functions

AI is changing the retail industry by making shopping more engaging and personal at every stage of the buyer's journey, from online to in-store. Agentic AI is making it possible for brands to improve personalization, automate key tasks and make the most of their inventory and supply chains by leveraging generative AI, advanced analytics and AI-powered virtual assistants.

You can be one of four experts who will help attendees understand how to leverage AI to boost customer engagement, optimize inventory management, and increase operational efficiency in the retail sector.

SESSION 4: HEALTH CARE

Clinical Applications of AI in Health Care

Date: August 26

Sponsor Deadline: July 15

Target Audience: C-suite and practice managers

AI has allowed clinicians to glean more vital information about their patients, streamline practice and patient management, and help guide diagnoses and treatments. This discussion will cover the latest trends around AI and related technologies in health care, how it's being used by clinicians, its impact on patients and providers, and best practices for how the technology should be used.

SESSION 5: EDUCATION

Reimagining Learning: Human-Centered Education in an AI-Driven World

Date: September 3

Sponsor Deadline: July 23

Target Audience: School And District Leaders

Join our panel with other educators, technologists, and school leaders rethinking the future of learning and explore how AI is reshaping education by moving schools beyond outdated, factory-style models and toward personalized, purpose-driven instruction.

- Driving innovation in teaching and learning
- Advancing equity and access
- Strengthening human connection with tech-enabled tools
- Equipping classrooms for evolving needs

SESSION 6: IT

The AI Impact Blueprint for Today's IT

Date: September 9

Sponsor Deadline: July 29

Target Audience: CIOs, CTOs, CISOs, engineers and solutions providers.

AI has transitioned from a "future trend" to the primary operating system of the modern enterprise. This session explores the dual nature of AI: its power to revolutionize IT operations through machine learning and compliance automation, and the sophisticated risks it introduces to the cybersecurity landscape. The question you must answer now is not whether you use AI, but whether you can prove your AI is safe, secure and compliant.

SESSION 7: MARKETING

Marketing for Tomorrow: AI's Impact on Brand Strategy

Date: September 17

Sponsor Deadline: August 6

Target Audience: Marketers

AI is changing the current and future landscape of the marketing industry. To optimize efficiency and drive growth in a competitive market, brands can leverage generative and agentic AI to analyze customer data for highly targeted campaigns, automate repetitive tasks, such as email marketing, and create dynamic content tailored to each individual. Help us teach marketers practical tips and effective strategies on how to integrate AI into their marketing toolkit successfully and build stronger connections with their audience.

SESSION 8: PUBLIC SECTOR

Practical Considerations for AI Adoption in the Public Sector

Date: September 23

Sponsor Deadline: August 12

Target Audience: Government IT leaders, CISOs, compliance officers, cloud architects, and digital transformation leads at federal, state, and local levels

As government agencies rapidly adopt AI and cloud technologies to modernize services and improve citizen outcomes, they face unprecedented security challenges. This session explores how public sector organizations can safely leverage AI while maintaining compliance with strict regulatory requirements, protecting sensitive citizen data and securing multi-cloud environments. Industry experts will discuss practical strategies for implementing zero-trust architectures, managing cloud misconfigurations, and ensuring AI systems meet federal security standards like FedRAMP, FISMA and emerging AI governance frameworks.

SESSION 9: CYBERSECURITY

AI's Impact on Security: Hardening the Agentic Surface

Date: September 30

Sponsor Deadline: August 19

Target Audience: CISOs, engineers, security architects, compliance and risk officers

We have moved beyond using AI as a high-level theory to address the tactical reality of defending a world where machine identities vastly outnumber human ones. Experts will explore the vulnerabilities of the Model Context Protocol, the rise of "Shadow Agents" that bypass traditional firewalls, and the critical need for Identity-First Security to prevent unauthorized agent-to-agent communication. We will also examine how to implement mandatory guardrails, given that the EU AI Act will be fully enforceable as of August 2026.

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1 to 3 minute video clip or sponsor ad-read during closing		✓
Session registrants*	400	250
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Event Partner: Promotion across all event marketing and registration materials and sponsorship of three SmartPanel sessions. Access to the full event registration list, guaranteeing a minimum of 1,200 registrants	\$50,000	N/A
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Single-Sponsor: 20- min presentation with 5-min Q&A, added before closing remarks (limit of 3 per session)	\$7,500	N/A

*Additional lead filtering and targeting not permitted for this series



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