

SmartBrief K20 Education Editorial Calendar



SmartBrief is offering exclusive sponsorship opportunities across a curated lineup of editorially driven SmartPanels, virtual events, and eBooks — all designed to spotlight emerging trends, innovations, and the future of education.

Align your brand with expert-led content that delivers real value to K-20 decision-makers, while generating high-quality leads and reinforcing your position as a trusted industry leader.

Save these dates to plan year-round engagement, adapt to seasonal trends, and support long-term relationship-building.

Reach out to your **SmartBrief sales representative** to secure your sponsorship opportunity.



Webinars

Lead Goal: 250

Benefits:

- Thought leadership/speaking opportunity
- Brand alignment & exposure to SmartBrief readers
- Lead generation

Package Includes:

- Thought leadership with one of your subject matter experts in a roundtable discussion with SmartBrief editor
- Brand recognition in all promotions and during the roundtable
- Lead generation with a minimum of 250 registrants delivered post webinar including full demographics collected during registration
- Engage audiences with Q&A and your handout to further qualify attendees
- Continued exposure with on-demand hosting

eBook Series

Lead Goal: 250

Benefits:

- Reach top K-20 education decision-makers in one placement
- Boost brand credibility
- Lead generation

Package Includes:

- High-visibility ad placements within a trusted, editorially curated eBook
- Align your brand with top K-20 education trends and insights
- Stand out as a thought leader in education with optional Q&A add on, featuring a subject matter expert from your company
- Reach engaged education professionals in a contextually relevant environment

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START AT \$10,000**

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2025-26 Editorial Calendar



SmartPanel Webinar

Sponsor Deadline: Sep. 12th

OCT. 2025

Better Coaching for Better Classrooms

Effective teacher coaching transforms instruction and drives stronger student outcomes—but what does it look like in practice?

Designed for principals, instructional coaches, and school leaders, this discussion is your opportunity to provide ideas on:

- [Building coaching capacity](#)
- [Aligning professional learning with classroom practice](#)
- [Creating systems that nurture continuous teacher growth and instructional improvement across schools and districts](#)

Target Audience

School Leaders | Instructional Coaches | Department Leads



SmartPanel Webinar

Sponsor Deadline: Oct. 3rd

NOV. 2025

Reading Reimagined: Improve Reading and Literacy Instruction Schoolwide

Strong literacy skills are the foundation of student success.

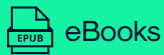
Help school leaders strengthen reading and literacy instruction across all grade levels. Participate in this SmartPanel to share research-informed strategies for:

- [Closing achievement gaps](#)
- [Supporting struggling readers](#)
- [Making instruction more engaging and effective](#)

Target Audience

ELA Teachers | Principals | Reading Intervention Specialists | Department Heads

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DEC. 12, 2025

EdTech Disrupted

Education technology is evolving faster than ever—and schools are adapting in real time. EdTech Disrupted brings together the biggest shifts of the past year, what they taught us and the trends that will define what's next.

This isn't just a recap—it's a roadmap. Equip your partners, clients, and prospects with the knowledge they need to anticipate challenges, spot opportunities, and stay ahead of the curve in a rapidly changing learning landscape.

Inside, readers will find:

- [Insights from educators leading change](#)
- [Trends and practices shaping the classroom](#)
- [Products and tools sparking innovation](#)

Target Audience

Superintendents | Principals | Directors of EdTech | Chief Academic Officers
Directors of Curriculum & Instruction | District Administrators



SmartPanel Webinar

Sponsor Deadline: Nov. 24th

JAN. 2026

Breaking the Cycle: Tackling Chronic Absenteeism

Chronic absenteeism is more than a data point—it's a barrier to engagement and student success.

Show K-12 school leaders that you understand the gravity of this situation. Participate in this panel discussion to provide best practices for:

- [Early intervention](#)
- [Addressing root causes](#)
- [Engaging students and families](#)
- [Support systems that lead to measurable success](#)
- [Creating a culture of consistent attendance](#)

Target Audience

School And District Leaders | School Counselors | District Homeless Liaisons

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SmartPanel Webinar

Sponsor Deadline: Jan. 6th

FEB. 2026

Building Stronger CTE: Tools and Tactics that Work

Get in front of the educators and leaders shaping the future of CTE. This February 2026 webinar will examine strategies designed to boost student engagement, improve outcomes, and align programs with workforce needs. Educators and CTE experts will share real-world insights that will elevate CTE programs' effectiveness and long-term impact.

- Targeted CTE decision-maker audience
- Innovative tools and solutions
- Showcase expertise in career readiness
- Generate qualified leads
- Align your brand with innovation

Target Audience

CTE Instructors | Teachers | Administrators



eBooks

FEB. 19, 2026

Career-Technical Education

The workforce is shifting—fast. Schools are rethinking how to prepare students for the future of work. CTE Disrupted brings together stories from the field, showcasing programs that are breaking with convention and building stronger bridges between education and industry.

As educators reimagine their CTE initiatives, CTE Disrupted will deliver the ideas and inspiration they need to set a right course.

Inside, readers will discover:

- Innovative CTE programs driving student success
- Best practices for marketing programs and engaging students
- Strategies for developing school–industry collaborations that work
- Insights into the trends shaping the future of career-connected learning

Target Audience

Superintendents | Principals | Directors of EdTech | Chief Academic Officers
Directors of Curriculum & Instruction | District Administrators

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SmartPanel Webinar

Sponsor Deadline: Jan. 23rd

MAR. 2026

Addressing Learning Gaps: Tactics For Effective Interventions

Learning gaps widened by disruptions in recent years continue to challenge educators across all grade levels.

Participate in this panel discussion to provide best practices and real-world examples for using data to inform instruction.

- [Data-driven instruction](#)
- [Differentiating support](#)
- [Implementing tiered interventions](#)
- [Driving student achievement](#)
- [Sharing best practices and real-world examples](#)

Target Audience

School And District Leaders | Intervention Specialists | School Counselors



SmartPanel Webinar

Sponsor Deadline: Feb. 20th

APR. 2026

From Gaps to Gains: How to Strengthen Math Instruction Now

Educators need to boost math achievement. They are looking for tools and strategies that can help close learning gaps and engage students in meaningful, real-world problem-solving. This webinar brings together teachers, instructional coaches, and curriculum leaders to explore innovative approaches and research-based practices that drive results.

- [Illustrate impact on learning outcomes](#)
- [Connect with key decision-makers](#)
- [Offer actionable insights](#)
- [Strengthen your brand presence](#)

Target Audience

Curriculum | Math | Science | STEM Teachers | Principals | STEM Coordinators
Department Heads

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MAY. 14, 2026

AI in Education

AI has opened a new chapter in education – and not just through efficiency gains or automation. It's redefining personalized learning, driving creativity, and giving educators more space to focus on what matters most: connecting with students.

- [Exploring AI in classrooms](#)
- [Human-focused instruction strategies](#)
- [Policy development and ethical considerations](#)
- [Designing equitable learning experiences](#)
- [Innovative approaches that engage all students](#)

Target Audience

Superintendents | Principals | Directors of EdTech | Chief Academic Officers
Directors of Curriculum & Instruction | District Administrators



SmartPanel Webinar

Sponsor Deadline: May 22nd

JUL. 2026

Leading the Charge: Energize and Empower Your Team for Success

Strong leadership and renewed energy set the tone for a year of growth, connection, and success.

Participate in this webinar designed to help school leaders inspire, motivate, and empower their educator teams.

- [Building staff morale](#)
- [Reinforcing shared purpose](#)
- [Fostering resilience](#)
- [Creating a culture of collaboration](#)
- [Bringing joy into classrooms](#)

Target Audience

School And District Leaders

Reach out to your **SmartBrief sales representative** to secure your sponsorship opportunity.



eBooks

AUG. 6, 2026

Back-to-School

Sharp & Ready: Back-to-School is packed with everything educators need to start the year off strong. Readers will get strategies and ideas for reaching struggling learners, leading new programs and using technology to improve practice.

The issue will also detail how to:

- Create lessons that engage and spark curiosity
- Develop assessments that reveal true learning
- Craft interventions that improve learning and student confidence
- Build school communities where students and families know they belong

Target Audience

Superintendents | Principals | Directors of EdTech | Chief Academic Officers
Directors of Curriculum & Instruction | District Administrators



Webinar - Virtual Conference

Sponsor Deadline: Jul. 24th

SEP. 2026

AI Impact in Education 2026 Reimagining Learning: Human-Centered Education in an AI-Driven World

This event brings together educators, technologists, and school leaders rethinking the future of learning and explores 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

Target Audience

School And District Leaders

Virtual conference packages vary—reach out to your sales representative to explore the right fit.

Don't see a topic that suits your needs?

Ask us about creating a custom single-sponsored event or eBook tailored for you!
Contact aaron.lawrence@futureb2b.com today to learn more.