

**TECH &
LEARNING**

2026

Education Marketing
Planning Calendar

2026 Education Planning Calendar

A lot has changed in edtech since Tech & Learning launched in 1980. One thing that hasn't changed? Helping you secure the quality leads you need to be successful!

Tech & Learning is honored to be a resource for educators and solutions providers like you. As a thank you to our loyal industry partners, Tech & Learning has put this calendar together for companies looking to market to education in **2026**. In it you'll find:

- **Key education events** taking place throughout the year to help you coordinate your travel and sponsorship schedules.
- **Monthly marketing tips** to help you plan your year-long campaigns and hit the right message at the right time.
- **Tips from our decision-makers**, pulled from Tech & Learning's latest Future Focus Education Buyer Survey—a survey of 2,300 readers that provides everything you need to know about the modern education buy cycle and purchase process.

Download and save this calendar to plan year-round engagement, adapt to seasonal trends, and support long-term relationship-building with schools. Also, please feel free to contact us to learn more about how we can drive more success for your products through our events, webinars, awards, and custom content offerings!



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ONGOING ACTIVITIES THROUGHOUT THE YEAR

- **Community Building:** Tech & Learning's in-person events are the ideal way to grow your community of brand ambassadors.
- **Webinars:** Position your company as a thought leader and generate quality leads with Tech & Learning's popular webinars.
- **Email Nurturing:** Tech & Learning's newsletters are a great place to share your tips, product updates, and success stories.
- **Social Media Engagement:** Tech & Learning offers a "Smart Social" package through which you can share company news via social media to our audience of 73k buyers.

January



NYCSchools Tech Summit draws more than 1,000 attendees looking for the latest tools and ideas to support innovation!

JANUARY MARKETING TIPS

Establish authority and stable partnerships.

- **Campaign:** Launch a new-year-themed campaign: "Sustainable Innovation for 2026."
- **Trend:** Focus on **AI Efficacy and Evidence**. Schools are moving past the "wow" factor of AI and asking, "Does this actually improve outcomes?"
- **Action:** Host a webinar on "Navigating the Post-ESSER Budget Landscape."
- **Assets:** Update your website and media kits with 2026 dates and new case studies.

TIP FROM BUYERS

Focus on Long-Term Viability: With stimulus funding gone, districts are scrutinizing the long-term sustainability and ROI of every subscription.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	31	1 New Year's Day	2	3
4	5	6	7	8	9	10
<u>Joint Mathematics Meetings (JMM), Washington, DC</u>						
11	12	13	14	15	16	17
<u>FETC (Future of Education Technology Conference), Orlando, FL</u>						
18	19 Martin Luther King Day	20	21	22	23 <u>T&L (Tech & Learning's) NYCschools Tech Summit</u>	24
<u>BETT UK London, UK</u>						
25	26	27	28	29	30	31
<u>CASE-NAIS Independent Schools Conference, Seattle, WA</u>						<u>TCEA Convention & Exposition, San Antonio, TX</u>
<u>TASA Midwinter Conference, San Antonio, TX</u>						

February



Tech & Learning Leadership Summits provide attendees with roundtable discussions on topics of their choosing.

FEBRUARY MARKETING TIPS

Generate leads with high-value, practical content.

- **Content:** Launch free resources (e.g., "The 2026 Guide to Teacher Retention Tools") to capture leads before conference season peaks.
- **Strategy:** Bizzabo data shows in-person events remain the top channel for B2B conversion. Ensure your booth staff is trained to have "consultative" conversations, not just sales pitches.

TIP FROM BUYERS

Prioritize Interoperability: Districts are trying to simplify their tech stacks. Highlight how your product integrates seamlessly with their existing LMS and SIS.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
<u>TCEA Convention & Exposition, San Antonio, TX</u>			<u>DT&L (Digital Teaching & Learning) Conference, Virtual</u>			
8	9	10	11	12	13	14
	<u>IDEAcon, Schaumburg, IL</u>		<u>NCTM Spring Conference, Indianapolis, IN</u>			
				<u>AASA NCE (National Conference on Education), Phoenix, AZ</u>		
15	16	17	18	19	20	21
					Creative ads due for T&L's February Issue: 2026 EdTech to Watch	
			<u>DLAC (Digital Learning Annual Conference), Sacramento, CA</u>			
22	23	24	25	26	27	28
			12:00-12:30 ET: <u>T&L Webinar: 2026 EdTech to Watch: Primary</u>			
			<u>T&L Northwest Leadership Summit, Seattle, WA</u>			
			<u>Northwest Council for Computer Education (NCCCE) Conference, Seattle, WA</u>			

March



MARCH MARKETING TIPS

Position offerings as "Must-Haves" for Spring Pilots.

- **Campaign:** Run targeted campaigns: "Secure Your Pilot for Fall 2026."
- **Webinars:** Host sessions on "Spring Implementation Planning" to show you are ready to support them immediately.
- **Social:** Share customer success stories that highlight time-saving features for burned-out staff.

TIP FROM BUYERS

Teacher Advocacy Matters: While admins sign the checks, they increasingly rely on teacher committees to vet usability. Ensure your marketing speaks to the end-user experience.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5 12:00-12:30 ET: T&L Webinar: 2026 EdTech to Watch: Secondary	6	7
			NCTIES, Raleigh, NC			
8	9	10	11	12 12:00-12:30 ET: T&L Webinar: 2026 EdTech to Watch: Higher Education	13 T&L Southeast Leadership Summit, Atlanta, GA	14
	SXSW EDU, Austin, TX					
15	16	17	18	19	20	21
	NCTM Spring Conference, New Orleans, LA		MACUL, Grand Rapids, MI			
				Spring CUE, Palm Springs, CA		
22	23	24	25	26	27	28
29	30	31	1	2	3	4

April

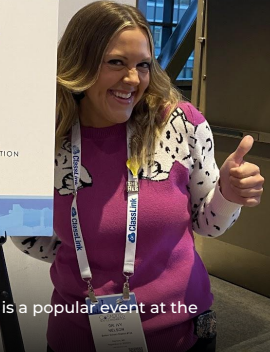
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MARCH APRIL 2

Women in Technology Breakfast & Summit

Sponsored by:



The Women in IT Breakfast is a popular event at the annual CoSN Conference.



APRIL MARKETING TIPS

- Drive urgency for end-of-fiscal-year spend.
- **Promotion:** "End-of-Year Budget Clearance" offers work well for smaller, school-level purchases.
- **Outreach:** Direct outreach to procurement officers regarding multi-year contract renewals to lock in pricing.
- **Content:** Share guides on "Summer Rollout Checklist" to prove you support implementation.

TIP FROM BUYERS

Data Privacy is Non-Negotiable: With tightening state regulations, have your privacy badges (Student Privacy Pledge, etc.) front and center in your pitch.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	31	1	2	3	4
5	6	7	8	9	10	11
				Ads due for T&L's April Issue	NSBA (National School Boards Association), San Antonio, TX*	
			AERA Annual Meeting, Los Angeles, CA*			
12	13	14	15	16	17	18
*NSBA			NSTA (National Science Teaching Association), Anaheim, CA			
*AERA	CoSN Annual Conference, Chicago, IL					
	ASU + GSV Summit, San Diego, CA					
19	20	21	22	23	24	25
26	27	28	29	30	1	2
					T&L New England Leadership Summit, Boston, MA	

May



Attendees gather at the beautiful Connor Center outside Boston in May for the annual New England Leadership Conference.

MAY MARKETING TIPS

Close deals and build goodwill.

- **Events:** Host live demos or "Lunch and Learns" for decision-makers.
- **Retargeting:** Focus ads on "Ease of Adoption" and "White Glove Onboarding" to reassure nervous buyers.
- **Community:** Leverage Teacher Appreciation Week (early May) to celebrate educators, not just sell to them.

TIP FROM BUYERS

Respect the Calendar: May is testing season and graduation prep. Keep pitches concise and respect the "do not disturb" vibe of schools during testing weeks.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	1 T&L New England Leadership Summit, Boston, MA	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
		NAFSA Annual Conference, Orlando, FL				
31	1	2	3	4	5	6

June



Tech & Learning's Pre-ISTE Leadership Summit is a great way to kick off this popular annual conference.

JUNE MARKETING TIPS

Summer planning and professional development.

- **Campaign:** "Summer Setup Savings" for hardware or infrastructure tools.
- **Audience:** Shift focus to IT Directors who are doing maintenance and upgrades over the summer.
- **Content:** Share summer reading lists or PD resources that teachers can consume at their own pace.

TIP FROM BUYERS

Highlight Implementation Support: Admins are concerned about buying software that no one uses. Showcase your training and PD plans.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
31	1	2	3	4	5	6
7	8	9	10	11 Ads due for T&L's June Issue; ISTE/ASCD Preview Guide	12	13
14	15	16	17	18	19	20 T&L's Best of the ISTE Award Deadline
	London EdTech Week, London, UK (Predicted dates)					
21	22	23	24	25	26	27 T&L Pre-ISTE Leadership Summit Orlando, FL
				ALA Annual Conference, Chicago, IL		
28	29	30	1	3	4	5
ISTELive 26 (ASCD/ISTE), Orlando, FL						
	ALA, Chicago, IL					

July



Tech & Learning & friends watch the fireworks from the bough of Philadelphia's famous Moshulu

JULY MARKETING TIPS

Build momentum for Back-to-School (BTS).

- **Campaign:** "Start the 2026/27 School Year Right."
- **Content:** Publish a "Back-to-School Survival Guide" featuring your product.
- **Influencers:** Partner with education influencers who are prepping their classrooms on social media (TikTok/Instagram).

TIP FROM BUYERS

Flexibility: Budget cycles vary. If a district can't pay until July 1 (start of fiscal year), have your contracts ready to execute on Day 1.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
28	29	30	1	2	3	4
<u>ISTELive 26 (ASCD/ISTE), Orlando, FL</u>						Independence Day (US)
5	6	7	8	9	10	11
12	13	14	15	16	17	18
	<u>UNITED: The National School Leaders Conference (NAESP + NASSP), Orlando, FL</u>					
19	20	21	22	23	24	25
		<u>InstructureCon (Canvas), Louisville, KY</u>				
26	27	28	29	30	31	1

August



The DOLS, an association for women in the education community, gather for a photo at Tech & Learning's EdExec Summit.

AUGUST MARKETING TIPS

Maximize visibility during the "Go Live" window.

- **Events:** Attend local district welcome-back convocations.
- **Email:** Send "Welcome Back" campaigns with tips for the first week of school.
- **Social:** Showcase photos of real classrooms using your product on Day 1.

TIP FROM BUYERS

Support is King: The first two weeks of school are chaotic. Ensure your customer support team is fully staffed and response times are fast.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
26	27	28	29	30	31	1
Date TBD: Distance Teaching & Learning (DT&L)						
2	3	4	5	6	7	8
			MAA MathFest, Boston, MA			
	NCTE-NCTM Joint Conference (Elementary Literacy & Math), Charlotte, NC					
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

September



Tech & Learning's [EdExec Summit](#) heads to Chicago, bringing together industry leaders to focus on Building An Executive Playbook for a Post-Stimulus Market.

SEPTEMBER MARKETING TIPS

Capitalize on the "Settling In" phase.

- **Retargeting:** Focus on educators who visited your site during BTS but didn't convert.
- **Messaging:** Highlight time-saving features now that the reality of the workload has hit.
- **Milestones:** Celebrate usage stats (e.g., "1 Million Logins this week!").

TIP FROM BUYERS

Visual Evidence: Admins want to see that the money they spent is working. Provide easy-to-export usage reports they can show the school board.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3	4	5
		Date TBD: HolonIQ Summit, New York, NY				
6	7	8	9	10 Ads due for T&L's September Back to School Issue	11	12 Deadline Tech & Learning's Best for Back to School Award Deadline
				T&L EdExec Summit, Chicago, IL		
13	14	15	16	17	18 T&L Texas Leadership Summit, Austin, TX	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

October



Tech & Learning friends gather at Philadelphia's Franklin Institute.

OCTOBER MARKETING TIPS

Tap into fall themes and early budget discussions.

- **Campaign:** "Fall into Efficiency."
- **Content:** Share case studies of successful rollouts from August/September.
- **Planning:** Prepare your booth and strategy for the major Q4 conferences.

TIP FROM BUYERS

Check Your Health Scores: By October, the 'new school year' excitement has faded and reality sets in. Administrators are reviewing usage data to see if their summer purchases are actually being used. Proactively reach out to low-usage accounts now with support—not sales—to fix implementation gaps before they become cancellation reasons.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
TBD	28	29	30	1	2	3
T&L Northeast Leadership Summit, Philadelphia, PA	Date TBD: EDUCAUSE Annual Conference, Nashville, TN					
4	5	6	7	8	9	10
11	12	13	14	15	16	17
			MassCUE Fall Conference, Gillette Stadium			
18	19	20	21	22	23	24
		EdTech Week, New York, NY				
	DLAC (Transition Event), Atlanta, GA					
25	26	27	28	29	30	31
	NCSM Annual Conference (Math Leaders), Denver, CO					
			NCTM Annual Meeting & Exposition, Denver, CO			

November

Announcing the Winners of the T&L Innovative Leader Awards

#TLTeachLive

PRESENTED BY TECH & LEARNING



Each Tech & Learning Leadership Summit recognizes exceptional leaders with its "Innovative Leader Awards".

NOVEMBER MARKETING TIPS

Align with gratitude and next-year planning.

- **Campaign:** Thanksgiving/Gratitude campaigns: "We're Thankful for Educators."
- **Webinar:** "2027 Educational Trends: A Look Ahead."
- **Sales:** Offer "Early Bird" renewal rates for the next calendar year.

TIP FROM BUYERS

Know the Policy: November is often when districts review board policies. Ensure your product aligns with new security or curriculum standards being discussed.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
Date TBD: EdWeek Market Brief Summit	SETDA Leadership Summit, Arlington, VA		GaETC (Georgia Educational Technology Conference), Atlanta, GA		T&L Midwest Leadership Summit, Chicago, IL	
8	9	10	11	12	13	14
				Ads due for Tech & Learning's November Leadership Issue		
15	16	17	18	19	20	21
				NCTE Annual Convention, Philadelphia, PA		
22	23	24	25	26	27	28
NCTE Annual Convention, Philadelphia, PA						
		NYSCATE Annual Conference, Rochester, NY		Thanksgiving		
29	30	1	2	3	4	5

December



Members of the Tech & Learning Team.

DECEMBER MARKETING TIPS

Reflect and build a pipeline for January.

- **Promotion:** "Use it or Lose it" budget reminders for calendar-year budget cycles.
- **Content:** Share "Year in Review" data insights demonstrating impact.
- **Strategy:** Finalize your 2027 marketing plan and Q1 event schedule.

TIP FROM BUYERS

Be a Partner: Don't just sell a product; sell a partnership. Show them how you will help them succeed in the coming year.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
29	30	1	2	3	4	5
					NCSS (National Council for the Social Studies), Chicago, IL	
				ACTE CareerTech VISION (Expo), New Orleans, LA		
6	7	8	9	10	11	12
NCSS (National Council for the Social Studies), Chicago, IL						
Learning Forward Annual Conference, Dallas, TX						
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2