

REACH THE MODERN MARKETING ORG:

2026 WEBINAR OPPORTUNITIES

➤ In 2026, B2B marketing teams find themselves at a critical junction, navigating a landscape transformed by signal loss, AI maturity, and evolving buyer behavior. To succeed, teams must move beyond siloed, tactical execution and adopt a more strategic, integrated approach.

Our 2026 webinar programming explores the strategies and operating models redefining B2B growth. As a sponsor, your brand becomes part of that narrative—showcased alongside the insights, frameworks, and conversations helping marketers drive predictable revenue and demonstrate impact in a rapidly changing landscape.

Throughout the year, we will explore three distinct but interconnected pillars of modern marketing. The [Campaign Optimization Series](#) provides pragmatic tactics for turning first-party data and GenAI into compliant, scalable pipeline. Our [B2BMX Summer Camp](#) offers a hands-on tune-up for fusing community, content, and field marketing into a cohesive demand engine. Finally, the [Strategy & Planning Series](#) equips leadership with board-ready frameworks to plan, prove, and prioritize investments that align marketing directly with revenue outcomes and secure the trust of the CFO.

Campaign Optimization Series

APRIL 2026



Title: Performance in a Privacy-First, AI-Mature Era

Abstract: In 2026, efficient growth demands precision targeting without cookies, rapid creative iteration with guardrails, and measurement that survives dark social. This series equips B2B teams with pragmatic playbooks to turn first-party data, GenAI, and lifecycle orchestration into predictable pipeline—while staying compliant and CFO-ready.

Ideal Audience: Demand gen leaders, marketing ops, paid media, web/CRO, analytics.

[LEARN MORE >](#)

B2BMX Summer Camp:

AUGUST 2026



Title: Build Once, Multiply Impact: Community, Content, and Field Fusion

Abstract: Align your brand with hands-on sessions that show marketers how to spark community demand, repurpose content, and activate sellers—delivering repeated visibility as attendees put these frameworks into practice. Your sponsorship positions your brand as a trusted partner in driving measurable growth and connecting with the marketers shaping tomorrow's pipeline.

Ideal Audience: Content and social teams, demand gen, field/event, RevOps, sales enablement.

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Strategy & Planning Series

OCTOBER 2026



Title: The 2027 GTM Blueprint: Plan, Prove, and Prioritize

Abstract: This executive series helps leadership teams architect a resilient GTM for 2026—one that plans under signal loss, operationalizes pipeline accountability with sales, embeds AI where it truly returns ROI, evolves ABM to buying groups, and builds a measurement architecture the CFO trusts.

Ideal Audience: CMOs/VPs Marketing, Finance partners, RevOps, Sales leadership, Analytics.

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Benefits of Sponsorship

**1,000+ Registrants
Expected Per Series**

**Promoted to
60,000 Subscribers**

**Multi-Day
Digital Event**

**Produced By
Demand Gen Report**

**Engagement Report for
Your Sessions**

**Registration List for
All Sessions***

**Always-On Asset for
On-Demand Promotion**

**Full Rights to Recording
of Your Sessions**

Custom 30-minute Simu-live webinar: DGR editor to moderate and facilitate Q&A

Guided content: DGR to work with you on the title and focus of webcast.

Custom Engagement Report: Contact information and engagement details of those who attend your session.

Shared lead pool: To gain access to the full registration list, sponsors are required to drive a minimum of 50 registrants to the series.

Custom HTML invite and social image: DGR will provide you with an HTML invite and social image to promote your session to your database.

Logo inclusion: On joint promotional page.

MP4 file of the webinar: To host on your site, segment for lead nurturing campaigns, etc.

Downloadable Assets: Opportunity to post up to five (5) assets in the resource widget on the webinar platform. You will receive a list of those who downloaded which asset.

Multi-Channel Promotion: DGR will promote the series through all available channels, including our weekly newsletter (60k+subscribers), the Demand Gen Report site, dedicated emails and social channels.

INVESTMENT: \$20,000

*after reaching registration requirement

READY TO PUT YOUR BRAND AT THE CENTER OF THE MODERN B2B MARKETING CONVERSATION?

Contact us today to learn more about sponsorship opportunities and to secure your spot in in any/all 2026 webinar series.

GET IN TOUCH >

