

## 2024 Promotional Calendar

By Product

	2024											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>Campaigns</b>												
Privacy Day												
Cybersecurity Awareness Month												
<b>Face-to-Face Events</b>												
EDUCAUSE Innovation Summit: AI, Friend or Foe?												
NERCOMP Annual Conference												
Cybersecurity and Privacy Professionals Conference												
2024 EDUCAUSE Annual Conference												
<b>Online Events</b>												
EDUCAUSE Leadership Series: Conflict Resolution, Coaching, and Accountability: Developing Powerful Working Relationships												
Learning Lab: Defining Customer-Focused Services for ITSM/ESM												
Demo Day: Cybersecurity Tools												
Learning Lab: Understanding and Improving Your Student Experience												
EDUCAUSE Leadership Series: Strategies for Advancing Women’s Leadership												
Learning Lab: Data Governance												
Demo Day: Digital Credentials												
Demo Day: Digital Accessibility Tools												
EDUCAUSE Teaching and Learning Symposium												
Demo Day: Applications of AI												
Learning Lab: ChatGPT in Higher Education												
<b>EDUCAUSE Institutes</b>												
Executive Leaders Academy												
New Managers Institute												
Managers Institute												
Senior Directors Institute												
Data Literacy Institute												
The Higher Ed Guide for the Corporate Community												
Cybersecurity and Privacy Managers Institute												
Digital Learning Leaders Institute												
Digital Learning Transformation Institute												
<b>Showcases</b>												
Cybersecurity as a Core Competency												
Hiring Resilience												
Meeting Students Where They Are												
Improving Data Quality and Governance												
AI...Friend or Foe?												
Adapting to the Future												
<b>Research</b>												
2024 Horizon Report: Unified Data Models Action Plan												
Teaching and Learning Workforce Report												
IT Leadership Workforce Report												
Teaching and Learning Horizon Report 2024												
Faculty Study 2024 Report												
Student Study 2024 Report												
Cybersecurity and Privacy Horizon Report 2024												
TOP 10 2025												

## 2024 Promotional Calendar

By Domain Area

Campaigns	Showcases	2024											
		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>IT Strategy, Management, and Leadership</b>													
Institute: Executive Leaders Academy		1						2					
Institute: New Managers Institute		1		2		3		4/5					
Institute: Managers Institute		1				2							
Institute: Senior Directors Institute		1					2						
EDUCAUSE Leadership Series: Conflict Resolution, Coaching, and Accountability: Developing Powerful Working Relationships													
Learning Lab: Defining Customer-Focused Services for ITSM/ESM													
Research: IT Leadership Workforce Report													
Showcase: Hiring Resilience													
EDUCAUSE Leadership Series: Strategies for Advancing Women’s Leadership													
Research: TOP 10 2025													
Face-to-Face Event: 2024 EDUCAUSE Annual Conference													
Showcase: Adapting to the Future													
<b>Cybersecurity Program</b>													
Campaign: Privacy Day													
Showcase: Cybersecurity as a Core Competency													
Demo Day: Cybersecurity Tools													
Institute: Cybersecurity and Privacy Managers Institute													
Face-to-Face Event: Cybersecurity and Privacy Professionals Conference													
Research: Cybersecurity and Privacy Horizon Report 2024													
Campaign: Cybersecurity Awareness Month													
<b>Teaching and Learning</b>													
Research: Teaching and Learning Workforce Report													
Learning Lab: Understanding and Improving Your Student Experience													
Demo Day: Digital Credentials													
Institute: Digital Learning Leaders Institute													
Institute: Digital Learning Transformation Institute													
Showcase: Meeting Students Where They Are													
Research: Teaching and Learning Horizon Report 2024													
Online Event: EDUCAUSE Teaching and Learning Symposium													
Research: Faculty Study 2024 Report													
Research: Student Study 2024 Report													
<b>Artificial Intelligence</b>													
Face-to-Face Event: EDUCAUSE Innovation Summit: AI, Friend or Foe?													
Demo Day: Applications of AI													
Learning Lab: ChatGPT in Higher Education													
Showcase: AI...Friend or Foe?													
<b>Data and Analytics</b>													
Institute: Data Literacy Institute													
Research: 2024 Horizon Report: Unified Data Models Action Plan													
Learning Lab: Data Governance													
Showcase: Improving Data Quality and Governance													
<b>Other</b>													
Institute: The Higher Ed Guide for the Corporate Community													
Event: NERCOMP Annual Conference													
Demo Day: Digital Accessibility Tools													