# Forthright.

# Marketing Calendar

# January 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Happy New Year  New Year's day	2	Goals for 2024: We can help	4	5 ControlUp Gartner Report	6
8	9	Evara Case Study	11	12	13
ControlUp post  MLK day	16 Start Fortinet email series	17	18	19	20
22	23	24	Fortinet post	Teams is down globally	27
FTP BLOG: 7 IT trends for 2024	Fortinet post	31			





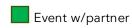














Campaigns running: Fortinet CTAP, Teams/SharePoint Training, vmware/Nutanix, LG Medical AlO

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			Teams/SP training Fortinet post	2	3
5	6	7	Fortinet post	9 Tech Tribe blog post	10
12	Fortinet post Post: MSP 500 Award	Teams/SP training  Future of CX Expo (Ft. Lauderdale)	Fortinet post	Tech Tribe blog post	17
Fortinet CTAP  President's Day	20	Teams/SP training	22	23 Tech Tribe blog post	24
Fortinet CTAP	27	Sponsoring CIO breakfast	29		





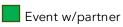












Campaigns running: Fortinet CTAP, Teams/SharePoint Training, vmware/Nutanix, LG Medical AlO, IGEL Disrupt

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday		
				Forthright Forward Employee Appreciation Tech Tribe blog post Honda/Cognizant Classic	2		
Cognizant Classic Volunteering at Feed America	State of the CIO	Farewell HH for Rachel	7 Citrix Sales Kickoff (Orlando)	8 Citrix/vmware changes TechTribe blog post	9		
11	IGEL Disrupt	13	14	Tech Tribe blog post	16		
18	19	20	IGEL Disrupt  Spot On Newsletter	Spot On Newsletter Tech Tribe blog post	Teams/SP training		
25	26	27	28	Fortinet post Tech Tribe blog post	Fortinet post		





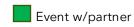














Campaigns running: Fortinet CTAP, Teams/SharePoint Training, IGEL Disrupt, , vmware/Nutanix, LG Medical AlO

		viiiware/itataiiix, Es iviesie			1
Saturday	Friday	Thursday	Wednesday	Tuesday	Monday
6	5	Fortinet post	3	Fortinet post Nutanix post	1 Phishing/April Fools
	Tech Tribe blog post	Nutanix post			Easter Monday/April Fool's
13	Tech Tribe blog post	Fortinet post	10	Fortinet post	8
IGEL Disrupt	Forthright Focus  IGEL Disrupt  Tech Tribe blog post	18 IGEL Disrupt	IGEL Disrupt	Fortinet post  IGEL Disrupt	15
27	Ze Tech Tribe blog post	Spot On Newsletter	Cyber series	IGEL Disrupt  Spot On Newsletter	22
			1	Pic from Monday's dinner Pic from IGEL Disrupt	Cyber series Dinner @ Disrupt
				<u>IGEL Disrupt Miami</u>	





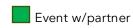














Campaigns running: Fortinet CTAP, cyber series, Teams/SharePoint Training, IGEL Disrupt follow up

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month: Disrupt follow up HCN Brochure finalized HCN virtual booth uploaded		World Password Day ( <b>post &amp; Blog</b> ) <b>Cyber Series</b>	Cyber series (1-week prior)	Teams/SharePoint Training Tech Tribe blog post	May the 4 <sup>th</sup> /SW day (post)
Cyber series	7 IGEL Follow up Cyber Series	Cyber series	Cyber Series Cyber webinar series	Tech Tribe blog post	11
Recognizing Phishing post and blog	RCCL case study & video	Teams/SharePoint Training	Cyber series	Forthright Focus (tentative)  Tech Tribe blog post	18
Cyber series	21 Cyber series	22 Cyber series	Cyber Series Cyber webinar series	Z4  Tech Tribe blog post	25
Memorial Day  Memorial Day	Newsletter post & email	29	Teams/SharePoint Training	Tech Tribe blog post	





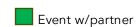
















Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month: HCN Brochure to printer 7/3 Promote webinar 7/10					1
3	4	5	6	7	8
Cyber Series (this month)	Nutanix case study	Email Security Post & Blog		Teams/SharePoint Training  Tech Tribe blog post	
10	11	12	13	14	15
Cyber series (this week)	Cyber Series	Cyber series (tomorrow)	Cyber Series	Forthright Focus (tentative)	
			Cyber webinar series	Tech Tribe blog post	
17	18	19	20	21	22
HCN: Look forward to seeing you sent to last year's list	Evara case study	Newsletter post & email (opt 1)	World Productivity Day <b>P&amp;C solutions</b>	Tech Tribe blog post	
			HCN 30 <sup>th</sup> Boar	d Conference	
24	25	26	27	28	29
Cyber series (this week)	Cyber Series	Cyber series (tomorrow)	Cyber Series	Teams/SharePoint Training	
HCN Follow up (Carine)	Cyber Series	Newsletter post & email (opt 2)	Cyber webinar series	Tech Tribe blog post	





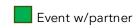




FTP Event/Mtg









Campaigns running: Ransomware Awareness Month, cyber series, Teams/SharePoint Training

<i></i>					
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6
Ransomware Awareness  Cyber Series (this month)		Teams/SharePoint Training	4 <sup>th</sup> of July Independence Day	Ransomware Awareness  Tech Tribe blog post	
8	9	10	11	12	13
Cyber series (this week)	Ransomware Awareness  Cyber Series (in 2 days)	Cyber series (tomorrow)  Webinar w/Flexxible	Cyber Series (in 3 hrs)  Cyber webinar series	Tech Tribe blog post	Ransomware Awareness
Ransomware Checklist	16	17	18  Ransomware Awareness	Forthright Focus (tentative) Teams/SharePoint Training Tech Tribe blog post	20
Cyber series (this week)	Cyber Series (in 2 days) Ransomware Awareness	Cyber series (tomorrow)	25 Cyber Series (in 3 hrs) Cyber webinar series	26  System Admin Day (post)  Tech Tribe blog post	27
29	Ransomware Awareness	Teams/SharePoint Training			To do this month:

Social media



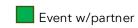
Deliverables



FTP Event/Mtg











# August 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month:			Cyber Series (this month)	2	3
				Tech Tribe blog post	
5	6	7	8	9	10
Cyber series (this week)		Cyber series (tomorrow)	Cyber webinar series	Tech Tribe blog post	
12	Teams/SharePoint Training	14	15	Forthright Focus (tentative)  Tech Tribe blog post	17
Cyber series (this week)	20	Cyber series (tomorrow)	22	23	24
Cyser series (tims week)		eyser series (temenou)	Cyber webinar series	Tech Tribe blog post	
26	27	28 Teams/SharePoint Training	29	30	31
				Tech Tribe blog post	



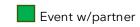
















## September 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2 Labor Day	Cyber Series (this month)	4	5	Tech Tribe blog post	7
Cyber series (this week)	10	Cyber series (tomorrow)  Webinar w/airSlate	Cyber webinar series	Tech Tribe blog post	14
16	17	18	19	Forthright Focus (tentative)  Tech Tribe blog post	21
Cyber series (this week)	24	Cyber series (tomorrow)	26  Cyber webinar series	27 Tech Tribe blog post	28
30				Tech Tribe blog post	To do this month:

Social media



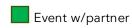
Deliverables



FTP Event/Mtg







Fun Day



### October 2024

Campaigns running: Cybersecurity Awareness Month, cyber series, Teams/SharePoint Training

			Trailling		
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month:	1	2	3	4	5
	Cybersecurity Awareness Cyber Series (this month)	Rosh Hashanah		Tech Tribe blog post	
7	8	9	10	11	12
Cyber series (this week)	Cybersecurity Awareness	Cyber series (tomorrow)	Cyber webinar series	Tech Tribe blog post Yom Kippur	Cybersecurity Awareness
14	15	16	17	18	19
Columbus/Indigenous People's Day		Cybersecurity Awareness		Forthright Focus (tentative)  Tech Tribe blog post	
21	22	23	24	25	26
Cyber series (this week)		Cyber series (tomorrow)	Cyber webinar series	Cybersecurity Awareness	
				Tech Tribe blog post	
28	29	30	31		
	Cybersecurity Awareness		Halloween (cyber attacks)		
			Halloween		
	DattoCon (Miami)				

Social media



Deliverables

A

FTP Event/Mtg

Conference

Sponsoring Conference

Event w/partner

Fun Day

### November 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month: Holiday gift prep 2025 Marketing Plan/Budget				1	2
4	5 Election Day	6	7	8	9
Cyber series (this week)  Veterans Day	12	Cyber series (tomorrow)	Cyber webinar series	Forthright Focus (tentative)	16
18	19	20	21	22	23
25	26	27	28 Thanksgiving	29	30



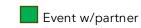
















### December 2024

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4	5	6	7
9  Cyber series (this week)	10	Cyber series (tomorrow)	Cyber webinar series	13	14
16	17	18	19	20	21
23	24	Christmas Day/Hanukkah begins	26	27	28
30	31				To do this month:



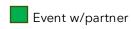
















# January 2025

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
To do this month:		1 New Year's Day	2	3	4
6	7	8	9	10	11
13	14	15	16	17	18
20	21	22	23	24	25
26	27	28	29	30	31



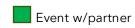
















### 2024 Content Calendars

- Blog posts
- <u>Social media posts</u> (Calendar in HubSpot)