

	MEGACAST BY ACTUALTECH MEDIA	ECOCAST BY ACTUALTECH MEDIA	VERTICAL ECOCAST BY ACTUALTECH MEDIA	ENTERPRISE IT VIRTUAL SUMMIT BY ACTUALTECH MEDIA	DISCOVERY DAYS BY ACTUALTECH MEDIA	THE GORILLA GUIDE WEBSIDE SERIES
MINIMUM LEADS	800	400	150	1,200	1,000	150
VENDOR PARTICIPANTS	5 to 8	2 to 6	2 to 6	7 to 12	Up to 20	3 to 6
VENDOR PRESENTS?	Yes	Yes	Yes	Yes	Yes	Yes
PRESENTATION LENGTH	20 minutes + 5 minutes Q&A	20 minutes + 5 minutes Q&A	20 minutes + 5 minutes Q&A	20 minutes + 5 minutes Q&A	Day 1: 10 minute slot Day 2: 25 minute dedicated webinar	10 minutes + panel participation
JANUARY	1/20: In Cloud We Trust: Ensuring Trust and Security in Enterprise IT and the Cloud 1/28: Enhancing Data Protection, DRaaS, & Disaster Recovery Capabilities	1/14: Supporting, Securing, and Improving Microsoft-centric Environments 1/21: Technologies that Support/Enable a Remote Workforce	1/27: Supercharging Education, Government IT, and Cloud Environments			1/22: Welcome to 2021 Special Event
FEBRUARY	2/18: Upleveling Your Security and Networking Capabilities 2/25: Architecting the Digital Workspace: Policies, Planning, Security, and Solutions	2/11: Scanning the Modern Storage Landscape: From Arrays to Software to Integrated Systems and More		2/4: Crafting an Innovative IT Blueprint: Storage, Infrastructure, Cloud, DR, Security, Ops, and More		2/12: A Data Protection and Disaster Recovery Primer
MARCH	3/3: Creating and Implementing a Data Protection Strategy and Disaster Recovery Plan	3/17: Tool Time: Assessing and Selecting Your Next Infrastructure and Application Monitoring Tools 3/31: Comparing and Contrasting Cloud VoIP & Telephony Solutions	3/10: Supporting, Improving, and Securing Finance IT and Cloud Environments		3/23 – 3/25: Streamlining, Securing, and Protecting Cloud, IT, and Business Operations	3/5: Business Breakthrough: AI- & ML- driven Operational Improvements
APRIL		4/7: Supporting, Securing, and Enhancing Microsoft-centric Environments 4/14: Tool Time: The Tools that Supercharge a VMware Environment 4/15: Deploying Security Orchestration, Automation and Response (SOAR) Solutions 4/22: Supporting and Enabling Modern Applications 4/29: Comparing Traditional vs. Next- Gen Edge Security	4/28: Supercharging Education and Government IT and Cloud Environments			4/23: Managing Cloud Printing Capabilities in your EUC and Traditional Environments
MAY	5/6: Enhancing Data Protection, DRaaS, & Disaster Recovery Capabilities 5/26: Trend Talk: Key Trends and Products to Address Infrastructure Optimization	5/5: Supporting Data and Analytics Infrastructure: Tools, and Strategies That Drive Innovation	5/12: Healthcare Health Check: Assessing IT Products and Services to Streamline Healthcare Operations	5/19: Spring Summit: Supercharging IT		5/21: Enabling VDI, DaaS, and EUC environments

JUNE	6/17: Ransomware Recovery: Best Practices and Products	6/3: Crafting a Comprehensive Storage Strategy 6/9: Tool Time: The Tools that Supercharge a Microsoft On-premises or Cloud Environment 6/16: Evaluating Data Center Networking Options 6/23: Securing and Protecting Email Services 6/24: Discovering How AIOps Can Transform IT and Improve Security				6/11: Integration Workshop: Understanding Your Data Integration Options
JULY	7/21: Wrangling the Cloud: Avoiding Missteps and Improving Application Environments 7/22: Assessing and Improving Data Protection, DRaaS, & Disaster Recovery Capabilities	7/29: Evaluating Endpoint Protection Platforms	7/28: Supercharging Education and Government IT and Cloud Environments		7/13 – 7/15: Exploring Transformational Technologies	7/30: Discover What AI, ML & Analytics Can Do For Your Company
AUGUST	8/25: Enhancing Your Public, Private, and Hybrid Cloud Security Posture	8/4: Supporting, Securing, and Enhancing Microsoft-centric Environments 8/11: Supporting and Enabling Modern Applications 8/12: Network Renovation Day: Investigating Wired and Wireless Infrastructure Options		8/18: IT Renovation Day: Analyzing the Next Wave of Tools, Products, and Services		8/20: 2021 Event Bonus
SEPTEMBER	9/1: Supporting, Extending, and Protecting Virtual Environments 9/15: Devising Cloud Strategies and Solutions 9/23: Transforming Data Protection, DRaaS, & Disaster Recovery Capabilities	9/29: Building a Robust Security Awareness Program	9/9: Supporting, Improving, and Securing Finance IT and Cloud Environments			9/17: Business Intelligence in the Cloud
OCTOBER	10/13: Building a Next-Gen IT Environment 10/27: All About Cloud: Tools, Products, and Services Critical to Cloud Success	10/21: Harnessing the Power of AI/ML to Accelerate Analytics, Business, and IT Operations	10/14: Supporting, Improving, and Securing Education and Government IT and Cloud	10/20: Ransomware: Prevention, Protection, and Recovery	10/5 – 10/7: IT Journey: The Technologies Today that will Transform Tomorrow	10/1: Remaking IT Service Management 10/29: Securing Cloud Environments
NOVEMBER	11/4: Enhancing Data Protection, DRaaS, & Disaster Recovery Capabilities	11/10: Supporting, Securing, and Enhancing Microsoft-centric Environments	11/3: Exploring Modern Healthcare IT Solutions	11/17: 2022 Approaches: Identifying and Understanding Emerging Technologies and Strategies		11/5: 2021 Event Bonus
DECEMBER	12/1: Developing Your 2022 Cloud Plan 12/15: Ringing in 2022 with an Overhauled Data Protection and Disaster Recovery Strategy	12/2: Developing your 2022 Security Plan			12/7 – 12/9: Your 2022 Technology Buyer's Guide	12/3: Developing Your 2022 Remote Worker, VDI, and DaaS Plan

Event Descriptions



ActualTech Media's themed MegaCast events have been proven to be a leading way by which business and technical decision makers educate themselves on technologies and what's available to them in the market. These multi-vendor virtual events offer viewers back-to-back presentations from 5 to 8 vendors that have a story to tell around the theme of the event. Vendor participants in MegaCasts are provided with a 20-minute speaking slot, as well as registration details for a minimum of 800 registrants. Every event is managed by ActualTech Media's expert event logistics coordinator to help you understand exactly how the event works. In addition, we are happy to have a content planning session with you so that you can discuss your intended topic and approach and we can provide advice and feedback so that you can maximize your success with these events. With these events, we define the general theme, host the registration page, and provide the presentation platform. After the event ends, we'll provide you with a recording of your final presentation so that you can use it for other campaigns or add it to your resource library.



The EcoCast is a smaller version of our MegaCast event and provide a variety of both broad and somewhat focused themes. With 3 to 5 vendor participants and a minimum of 400 event registrations, EcoCasts are a perfect way to, in 20 minutes, tell a receptive audience about your product or service. These themed events are held at least monthly. We provide an expert event logistics coordinator and provides an advance content planning session with you to help you think through your topic. After your participation in an EcoCast event, we will provide you with all of the registration information for all people registered for the event. We will provide you with a recording of your final session to use as you like.



ActualTech Media launched the Virtual Summit series to fill a different kind of need. Whereas MegaCasts and EcoCasts do a fantastic job of telling stories around particular types of technologies, Virtual Summits tell stories that span the market and are of critical important to organizations, regardless of the kinds of technology they're running. Previous Summits have revolved around the complex labyrinth that is Digital Transformation and the kinds of things that IT pros, IT decision makers, and business decision makers need to consider as they continually evolve their data center environments to embrace cloud technologies. Virtual Summits feature up to 11 leading technology companies from a cross-section of concentrations, including cloud computing, enterprise storage, converged and hyperconverged infrastructure, networking, security, data protection, disaster recovery, data, development/DevOps, and more. With a schedule intended to expose the audience to a broad swath of information, the event will consist of presentations from each vendor presenter as well as keynotes from independent experts, each of whom will share their thoughts, opinions, guidance, and advice with our audience. During this event, each participating vendor will receive up to a 20-minute speaking slot followed by 5 minutes of Q&A from an audience that has proven time and again to be highly engaged. Participating vendors can also assign staff to answer audience questions in real-time throughout the event, in addition to the 5 minutes of live on-air Q&A. But make sure they can type very quickly! During our shorter events, we typically see more than 100 questions come in!



Discovery Days provide you with two distinct opportunities to engage with an enthusiastic audience eager to discover IT solutions that solve critical business and technology challenges. Spread across two days, you will have two engagement opportunities. The first is to make a massive audience aware of your message and the second allows you engage in a deep dive session with those that express interest in learning more.



The Gorilla Guide Webisode series brings together eminently snackable insight from our vendor partners and puts them in front of a highly engaged audience under a tightly themed and actionable topic. This Friday-friendly event series combines short presentations from our vendor partners and group panel discussions that help the audience get a complete picture of the topic at hand.

WEBINARS

In addition to the events on our event schedule, we're happy to help you execute your next webinar. A standard ActualTech Media webinar is an event that is up to an hour long and carries with it a minimum commitment of 200 registrations. We provide a project manager, the platform, moderation services, and can even speak on the event as independent experts. We've performed dozens of highly successful webinars for a number of happy clients! If you have a webinar need, please contact us.

CUSTOM ONLINE EVENTS

ActualTech Media routinely performs custom online events for our clients ranging from small gatherings to large expositions. For all events, we provide a project manager, the presentation platform, a moderator, and we can also supply a speaker for you. Whether you want an event that's as small as a 30-minute platform demo to as large as a 4-hour extravaganza with a full agenda, we're ready to lend a hand!