2022 Event Schedule

ActualTech MEDIA

	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	EXPERT SERIES BY ACTUALTECH MEDIA	TECH TALKS BY ACTUALTECH MEDIA	DEMOCAST BY ACTUALTECH MEDIA
MINIMUM LEADS	800	400	150	1,200	1,000	200	200	200
VENDOR PARTICIPANTS	5 to 8	2 to 6	2 to 6	7 to 12	Up to 20	No max	1 to 4	1 to 4
VENDOR PRESENTS?	Yes	Yes	Yes	Yes	Yes	No	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	N/A	10 mins. + 5 mins Q&A	10 mins. + 5 mins Q&A
MAY	**5/5:** IT Decisions Series: Critical Factors in On-Prem and Cloud Data Storage & Data Management **5/12:** Best Practices Series: Creating and Implementing a Data Protection Strategy and Disaster Recovery Plan	**5/10:** IT Decisions Series: Key Features and Decision Points Critical to Choosing Your Next Firewall **5/26:** Identity Governance, Protection, and Administration	**5/3:** IT Mgr+: Managing the IT Services and Project Portfolio	**5/18:** Cloud: Tools, Products, and Services Critical to Cloud Migration, Security, Sustainability, and Success		**5/6:** Managing, Monitoring, and Securing Active Directory Best Practices **5/20:** How AI and ML Are Transforming IT Operations		
JUNE	**6/15:** Devising Cloud Strategies and Solutions **6/29:** Building a Robust Security Awareness Program	**6/7:** Zero Trust Security **6/9:** Preventing and Recovering from Ransomware Before It's Too Late			**6/21:** Streamlining, Securing, and Protecting Cloud, IT, and Business Operations	**6/17:** Protecting Microsoft Teams and M365 Environments **6/24:** Moving to the Cloud Without AWS, Azure, or Google	**6/28:** How to Accelerate Business by Enabling and Protecting your Data	
JULY	**7/26:** Choosing a Next Generation Data Protection & Disaster Recovery Solution	**7/28:** Wrangling Passwords, Authentication, and Identity: Keys to Success	**7/13:** Supporting, Improving, and Securing Education and Government IT and Cloud	**7/20:** Start Now: Discovering the Critical Tools and Services That Will Define IT Through 2030		**7/15:** The Layers of Defense in a Comprehensive Security Strategy **7/22:** Ransomware Series: The Realities of Remote Workers and Ransomware Risk	**7/12:** Zero Trust: What is it and How to Achieve it **7/27:** Data Foundations: Choosing the Right Database (SQL, noSQL etc) and Operating Environment (on-prem vs. Cloud)	**7/19:** Data Analytics and Business Intelligence Showcase
AUGUST	**8/4:** Zero Trust Security **8/17:** Ransomware: Best Practices for Prevention, Mitigation, and Recovery **8/23:** Understanding Your Cloud Native Data Protection and Disaster Recovery Options **8/30:** HOLD for VMworld	**8/9:** Supporting and Enabling Modern Applications		**8/11:** Innovator's Showcase Day		**8/5:** Choosing Your Next Firewall: Key Features and Decision Points **8/12:** Ransomware Tripwires: Monitoring for Threats **8/26:** VDI and EUC Best Practices	**8/10:** Achieving Success with DBaaS **8/25:** Protecting, Supporting, and Enabling AWS, Azure, and GCP Environments	**8/18:** Inside Ransomware: How Ransomware Protection Tools Work Their Magic **8/24:** Database Show and Tell: Database Platforms in Action

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SEPTEMBER	**9/13:** Enhancing Your Public, Private, and Hybrid Cloud Security Posture **9/22:** AWS Day: Exploring the AWS Support, Enablement, and Extension Ecosystem	**9/7:** Power Up Your Databases: Surveying the Tools That Take Data, Analytics, Integration, AI/ML, and Intelligence to the Next Level **9/15:** Harnessing the Power of AI/ML to Accelerate Analytics, Business, and IT Operations	**9/20:** Healthcare Health Check: Assessing IT Products and Services to Streamline Healthcare Operations	**9/28:** Supercharging IT		**9/9:** DevSecOps 101: What is It and Why is it Important? **9/23:** Ransomware Preparation: Laying the Groundwork in Case You're Attacked		
OCTOBER	**10/12:** Transforming Data Protection, DRaaS, & Disaster Recovery Capabilities **10/25:** Battling the Ransomware Scourge: Prevention and Recovery	**10/13:** Endpoint Management and Protection Tools **10/18:** Supporting a Remote Workforce **10/20:** From the Data Center to the Cloud: Optimizing and Monitoring IT Infrastructure **10/27:** Cloud Migration Strategies: Avoiding Risk While Transforming IT				**10/14:** Ransomware D-Day: Every Minute Counts When the Org is Hit **10/21:** Ransomware Recovery Options: Best Practices Post-Attack		
NOVEMBER	**11/1:** Streamlining, Securing, and Protecting Cloud, IT, and Business Operations **11/9:** Crafting a Transformed IT Blueprint: Storage, Infrastructure, Cloud, DR, Security, Ops, and More	**11/3:** Preventing Phishing Attacks	**11/29:** Supporting, Improving, and Securing Finance IT and Cloud Environments		**11/15:** 99 Ways to Uplevel IT and Drive Business Results	**11/4:** SD-WAN 101: Introduction & Benefits **11/11:** Comparing Public, Private, and Hybrid Clouds: An Enterprise Primer		
DECEMBER	**12/1:** All About Cloud: Tools, Products, and Services Critical to Cloud Success			**12/7:** Devising Your 2023 IT Strategy: Cloud, Security, Data Protection, and Infrastructure Strategies		**12/2:** Effective Ransomware Training: What Works and Why **12/16:** How to Plan, Monitor, Manage, and Control Cloud Costs		

ActualTech
MEDIA

Event Descriptions

MEGACAST
BY ACTUALTECH MEDIA

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 can use it for other campaigns or add it to your resource library.

DEMOCAST
BY ACTUALTECH MEDIA

When you need to run an impactful webinar but you also need to avoid clogging the schedules of your subject matter experts, a clear and concise product demonstration provides audiences with insight into exactly what you do and how you do it, all without the need to spend hours poring over PowerPoint.

Coupled with a pre-recorded Q&A, ActualTech Media's DemoCast webinars are high impact events that create tangible opportunities through incredible audience engagement, all in a set-it-and-forget-it wrapper that makes execution a breeze. After the recording, we handle the rest and you receive your 200+ leads right after the event!

ECOCAST
BY ACTUALTECH MEDIA

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.

DISCOVERY DAYS
BY ACTUALTECH MEDIA

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.

TECH TALKS
BY ACTUALTECH MEDIA

Having trouble rounding up an internal technical resource to present on webinars? Our new ActualTech Media Tech Talks are your answer! No need to rustle up a full presentation—ActualTech Media's moderators and/or independent SMEs will interview your technical person free-form and on-camera for a quick and easy solution to getting the content needed to participate. All your expert has to do is show up and have a 10-15 minute conversation that we'll record. Ready-made Q&A questions will be a part of the mix as well to keep things lively and engaging. After the recording, we handle the rest and you receive your 200+ leads right after the event. It doesn't get any easier!

ENTERPRISE IT
VIRTUAL SUMMIT
BY ACTUALTECH MEDIA

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!

EXPERT SERIES
BY ACTUALTECH MEDIA

The ActualTech Media Expert Series provides clients with the ultimate set-it-and-forget-it turnkey experience. We provide expert-level content, give you a sponsorship shout-out, and present a slide to our audience about your solution. The audience gets a great depth of education across various event topics while you collect leads. No need for you to procure speakers, build presentations, or juggle schedules. We do all the heavy lifting while you focus on your goals!

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 a 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!