

LEAD THE CONVERSATION. SHAPE THE FUTURE.

IT Insight Talks are hybrid editorial events organised by IT Insight, the digital magazine for executives leading digital transformation in Portugal. Each session opens with a keynote by Henrique Carreiro, Director of IT Insight, followed by a guest keynote and an interview with an end-user organisation. After the coffee break, the programme continues with a round table bringing together senior business and public-sector decision-makers to discuss the session's central topic.

The event takes place at the Lispólis Technology Hub in Lisbon.

■ TURN INFORMATION INTO ACTION

The audience are the people who evaluate, recommend and approve technology investments in business and government. Topics and guests are chosen with IT Insight's editorial independence, which is what gives participating brands a credible voice.

■ IT INSIGHT EVENTS 2027

In 2027, four IT Insight Talks, all in hybrid format, address the most pressing challenges in technology and digital transformation. It is your opportunity to engage directly with industry leaders, share insights and strengthen your position in the market.

Cybersecurity, Compliance & Trust

Date: 18 February 2027 | **Reservation deadline:** 17 December 2026 | Limited to 6 participants

How organisations build resilient security and compliance frameworks, meet regulators' growing demands and earn the trust of customers and citizens.

AI, Data & Automation: From Pilot to Action

Date: 30 June 2027 | **Reservation deadline:** 30 April 2027 | Limited to 6 participants

How organisations move AI from experiment to operation, using data and automation to improve decisions and create measurable value.

Continuity, Resilience & Recovery

Date: 26 October 2027 | **Reservation deadline:** 25 August 2027 | Limited to 6 participants

Strategies to anticipate disruption, keep services available and recover quickly as digital infrastructure grows more complex.

Cloud Strategy, Governance & Sovereignty

Date: 25 November 2027 | **Reservation deadline:** 24 September 2027 | Limited to 6 participants

How companies govern hybrid and multicloud environments for agility, cost efficiency and control, and what data sovereignty means for their cloud choices.

Dates confirmed at the time of publication; they may change up to 30 days before each session.

■ ROI & COMMERCIAL CONDITIONS

IT Insight Talks offer high-value exposure before, during and after each session, to a qualified in-person audience and to an extended digital community through live broadcast and on-demand video. Participation includes:

- Presence in the live round table, reaching hundreds of attendees in person and online
- Feature in the main editorial article covering the event, with a professionally produced video
- 1 page of advertising in the digital edition of IT Insight
- 2-page editorial article in the digital edition of IT Insight (complimentary)
- Cross-platform distribution: website homepage, social media and editorial newsletters
- Access to the lists of in-person and remote attendees who opted in to be contacted, for direct follow-up

■ INVESTMENT 2027

Format	Conditions	Investment
Exclusive keynote	15 minutes, after the opening keynote	€3,800
Round table participant	Up to 6 per session	€3,300

Prices per session.

Note: Clients with an annual media plan in our magazines benefit from access to the current MediaNext rappel discount program.

– All rates effective from October 2026.

– All prices are subject to 23% VAT for companies with a Portuguese tax number. For foreign entities, VAT is not applicable.



BOOK YOUR SESSION: TALK TO OUR BUSINESS DEVELOPMENT TEAM.

MediaNext is a technology-focused media company built on a B2P (business-to-professional) model. It publishes IT Channel, IT Insight, IT Security and SmartPlanet, and organises Portugal's leading technology-sector events. An independent media company founded in 2014 (ERC registration no. 224011).

Business Development: Catarina de Brito – (+351) 910 121 200 – catarina.brito@medianext.pt

João Calvão – (+351) 910 788 413 – joao.calvao@medianext.pt

Editorial Director: Rui Damião – rui.damiao@medianext.pt

IT Insight Director: Henrique Carreiro

Marketing & Events Director: Rosa Bento – rosa.bento@medianext.pt

Publisher: Jorge Bento – jorge@medianext.pt

Editorial, Commercial and Administrative Offices:

Largo da Lagoa, 7-C, 2795-116, Linda-a-Velha, Portugal | Phone: (+351) 214 147 300 | Fax: (+351) 214 147 301

This document was produced by MediaNext Professional Information in October 2026.