Close the gap with companies that are ahead of the digital shift
"Operational DX" that you can start tomorrow
～ How to transform operational processes to utilize monitoring, automation and analysis ～

[Collective Live Web Seminar]
Ver.1.0

Date: In the week of August 23, 2021

Registrants: Estimated 250

Order Deadline: June 4(Fri.), 2021

ITmedia Inc.
Sales Division
TEL :03-6893-2246 / 2247 / 2248
Mail : sales@ml.itmedia.co.jp

Summary

■ Event Details

Date (Tentative): In the week of August 23, 2021

Style: Collective Live Web Seminar (Online Event)

Number of Pre-Registrants: Estimated 250

Entree Fee: Free

Image of Web Seminar Entrance

Assumed Viewers:
Management executive, corporate planning, operation and policy formulation managers of in-house information system, planning staff of corporate information system department, system operation and management staff, System Integrators, etc.

Announcement Media: @IT and its related Information Technology media

Organizer: @IT Editorial Team (ITmedia Inc.)
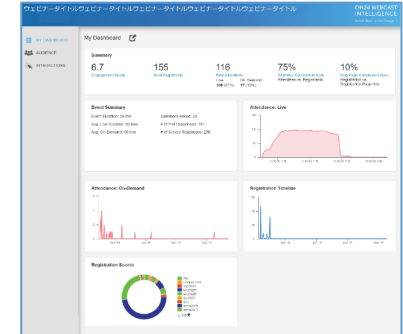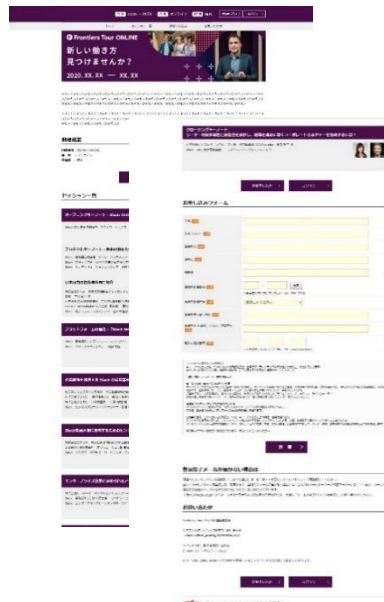
Operation: ITmedia Seminar Operation Office

Outline of Live Web Seminar

Audience Creation	Registration	Live Web Seminar	Event Report

ITmedia will invite audience by using our website promotion and email blast to the registration page in the same way as regular physical seminar. Sponsors will receive detailed reports such as session and document downloads only available at online events.

3

Screen Image of Live Web Seminar

▼ **Entrance of seminar venue** ※ The screenshots below are the past seminar's.

Event title / summary

Zone introduction

Session details

Sponsor list (logo)

To session screen
By clicking session list

Live Web Seminar - Image of Session Screen

①**Introduction of the lecturer**

②**Projection materials**

⑤**Questionnaire (Displayed during the whole session.)**
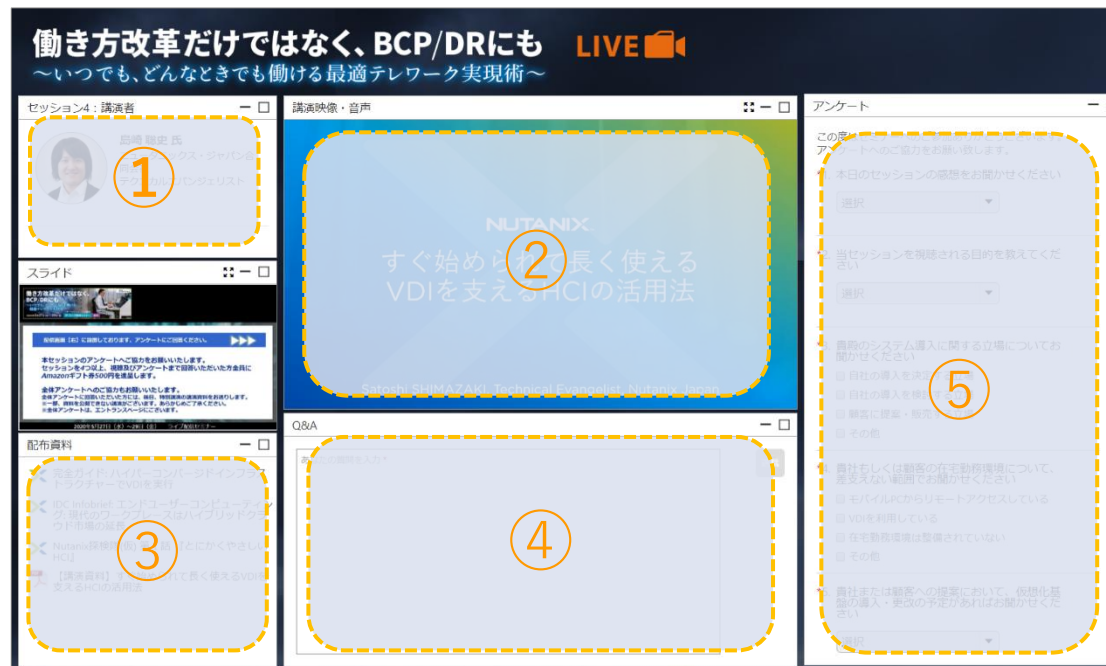
The sponsored sessions during the live streaming will have a Q&A section, where viewers attending the lecture can ask questions via text on the spot. （※ Only if the sponsor wishes to conduct QA.）

③**Downloadable assets and related links**

④**Question submission form**

In addition to broadcasting lectures, the seminar offers interactive features such as Q&A, Poll, and other interactive features, as well as downloadable assets and related links which provide information (some features are optional).

Real-time Online Dashboard

Highly visible dashboard is provided with real-time information such as session registration status, viewing status, viewing time, influx route, and survey questions / results for each webinar.
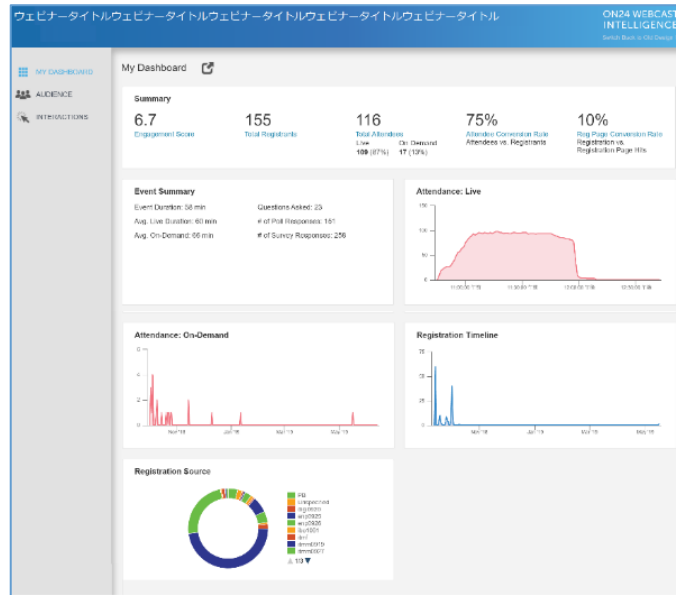
Online report items
• Registrant/viewer information (registration items, registration date and time, registration route, OS, browser, etc.)
• Changes in the number of people registered for live and on-demand services
• Live/on-demand viewership and average viewing time
• Maximum number of simultaneous live viewers and number of viewers
• Action history, including polls, Q&As and document downloads
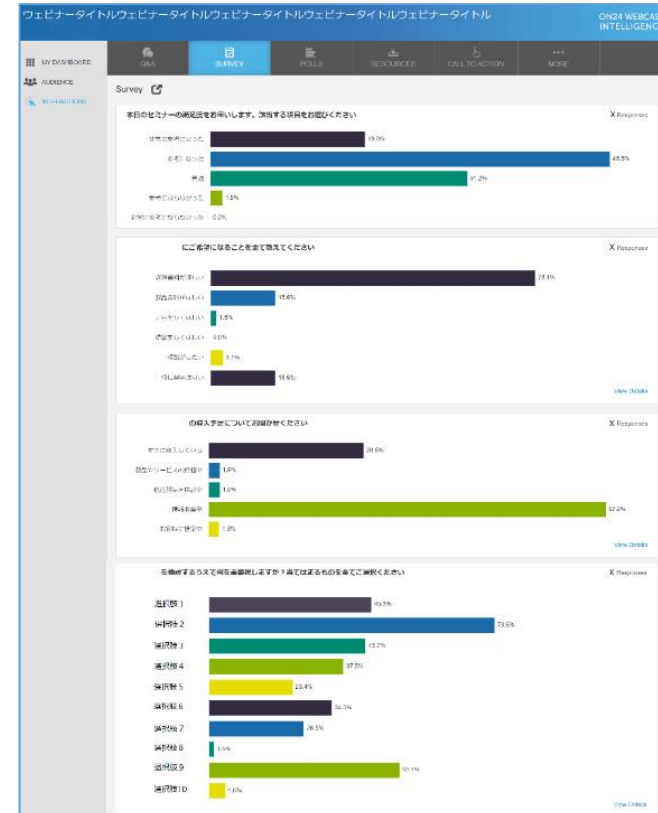
Live Web Seminar Schedule

Time Table	Session Duration	Session Content
14:00 | 14:40	40 minutes	Keynote Session (provided by ITmedia)
14:50 | 15:20	30 minutes	Sponsored Session 1
15:30 | 16:00	30 minutes	Sponsored Session 2
16:10 | 16:40	30 minutes	Sponsored Session 3
16:50 | 17:20	30 minutes	Sponsored Session 4

・All sessions will be archived and broadcasted for pre-registrants after the seminar. (Scheduled for 2 weeks to 1 month)

・The venue for the live streaming is scheduled to be a studio in the seminar room of ITmedia Inc.

・ If it is difficult to adjust your schedule on the day of the live webcast, please submit a pre-recorded video of the seminar. The video will be broadcasted at the time of the session.

Sponsorship Plans

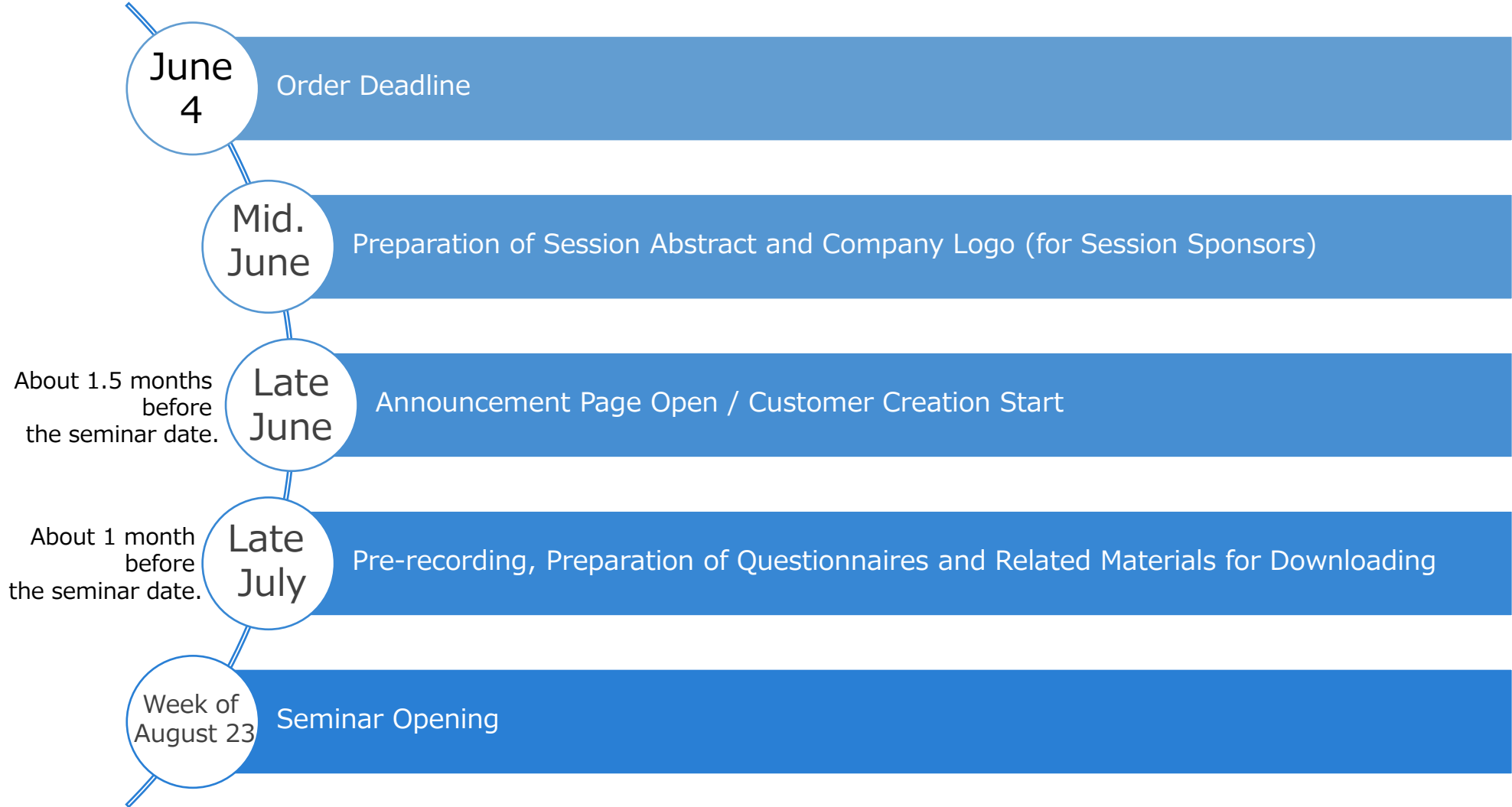| Contents	Platinum Sponsorship	All List Sponsorship
Sponsored Session 30-minutes session is provided in the seminar.	✓ **Live broadcast + Archive**	Not available
Questionnaire by Sponsor During the session, sponsor can insert their original questionnaire.	✓	Not available
Lead Generation (All of the Registrants / Attendees Personal Data) All of the registrants / attendees personal data are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on.	**Estimated 250 leads (All of the registrants)**	**Estimated 250 leads (All of the registrants)**
Lead Generation of Your Session Viewers and Provision of Online Report Site of Your Session Online report site of your session is provided. Viewers personal data of your session are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on.	✓	Not available
Sharing the Results of Pre-questionnaire When readers apply for the seminar, their positions and product/service selection status will be also asked in the application form. These data are provided to the sponsors along with the personal information. These data can be used when sponsors classify the potential customers and make appointments with them. (Pre-questionnaire is configured by ITmedia.)	✓	✓
Insertion of Sponsor Company's Logo Sponsor Company's names, logos and links are inserted on the seminar announcement page.	✓	✓
Distribution of Related Materials Sponsor can upload up to 3 related materials for audience to download. (Session presentation is not included in the materials. It is distributed to the respondents of sponsor questionnaire as incentive.)	✓	Not available
Provision of Seminar Report (Including the Results of the Audience Questionnaire by ITmedia) Seminar report, including the results of the audience questionnaire by ITmedia, is provided. (These data is provided as aggregate results.)	✓	✓
※If the order is provided after the deadline, it is highly possible that the number of leads will not reach the estimated target above. ※If the number of sponsor companies do not reach 3, this seminar will be cancelled. Also, please note that the program will be changed accordingly depending on the number of sponsors.	**JPY 2,000,000-** (Excluding Consumption Tax)	**JPY 1,400,000-** (Excluding Consumption Tax)

■**Option Plan (1): Advertorial of the Sponsored Session (@IT Special)** Only when sponsors order Sponsorship with sessions, you can additionally order advertorial of the sponsored session with the special rate. ※When ordering, please specify the media.	**JPY 1,000,000-** (Excluding Consumption Tax)
■**Option Plan (2): Provision of Recorded Session Movie File** Only when sponsors order Sponsorship with sessions, you can additionally order MP4 movie file of the session with the special rate. (Live session only / No editing.)	**JPY 50,000-** (Excluding Consumption Tax)

Order Deadline: June 4(Fri.), 2021

Schedule until the Seminar Opening

June 4 — Order Deadline

Mid. June — Preparation of Session Abstract and Company Logo (for Session Sponsors)

About 1.5 months before the seminar date. **Late June** — Announcement Page Open / Customer Creation Start

About 1 month before the seminar date. **Late July** — Pre-recording, Preparation of Questionnaires and Related Materials for Downloading

Week of August 23 — Seminar Opening

*Detailed schedules will be announced after the seminar date is fixed. Please see the schedule above as a rough indication.

Cancellation Policies

If you want to cancel the purchase order for the advertiser's convenience after receiving the purchase order for the advertised product, you will be charged a cancellation fee at the following rate.

Product			Cancellation charge	Major products (please contact us for products other than those listed below)
Display ads and e-mail ads			Up to the deadline for submission: 50% After the deadline for submission: 100%	Various display advertisements and e-mail advertisements
Articles Planning Special (Tie-up story advertising)			Until first school submission: 50% of advertising charges (including production, posting, and guide charges) After first school submission: 100% of advertising fees (including production, posting, and guide fees)	Tie-up of warranty period PV guaranteed tie-up
Reed Gen	Guaranteed number of cases	To acquire leads	Before the launch of the campaign: 50% of advertising charges (base charge + lead charge) After the launch of the campaign: 100% of the advertising fee (base fee + lead fee)	LeadGen. Basic / Segment
		Production options	Until first school submission: 50% of advertising charges (production charges) After first school submission: 100% of advertising fees (production fees)	LG. Segment Optional Editing Tie-up Production LG. Segment Optional White Paper Production
		Other options	Before the campaign begins: 50% of advertising (optional) charges After the campaign begins: 100% of advertising (optional) charges	LG. Segment Optional Questionnaire Customization LG. Segment Optional Telemarketing
	Period Warranty Type	White paper	Before the launch of the campaign: 50% of advertising charges After the campaign begins: 100% of advertising charges	TechFactory warranty type LG-service
		Tie-up	Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	TechFactory warranty type LG-service
	Long-term lead acquisition service		Up to half of the application fee: 50% of the advertising fee (lead fee) After half-cost of application amount: None	LeadGen. Segment long-term use plan
Seminar	Set seminar		Up to 41 days before the date: 50% of advertising charges Within 40 days of the event: 100% of advertising charges	Seminar/VE sponsorship plan sponsored by ITMEDIA
	Commissioned seminars		Planning costs and operational costs ・ Up to 41 days before the date: 50% of advertising charges ・ Within 40 days of the event: 100% of advertising charges In addition, actual costs shall be charged in accordance with the cancellation policy of the outsourcee. ・ Venue fee ・ Our outsourcing fee ・ Other costs incurred by customizing your offer	Commissioned seminars
Other	ABM report		First offering: 50% of advertising charges After first offering: 100% of advertising charges	ABM report
	Custom article brochures, printing		Before first school submission: 50% of advertising charges After first school submission: 100% of advertising charges	Custom article brochures Printing
	Video production		Up to 2 days before recording: 50% of advertising charges From the day before recording: 100% of advertising charges	Video production
	Custom Research		Before the start of response collection: 50% of advertising charges After collection of responses started: 100% of advertising charges	Custom Research