



# ITmedia DX Summit Vol.11

DX that Creates Business Value

Dynamic Corporate Transformation and Growth Strategies Based on Data Utilization

[Collective Live Web Seminar]  
Ver.1.0

Date: Week of March 7, 2022 (tentative)

Registrants: Estimated 500

Order Deadline: December 17(Fri.), 2021

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# Summary

## ■ Event Details

**Date:** Week of March 7, 2022 (tentative)

**Style:** Collective Live Web Seminar (Online Event)

**Number of Pre-Registrants:** Estimated 500

**Entree Fee:** Free

### 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:** ITmedia Enterprise, ITmedia Executive and their related Information Technology media

**Organizer:** ITmedia Inc. (ITmedia Enterprise and ITmedia Executive)

**Operation:** ITmedia Seminar Operation Office

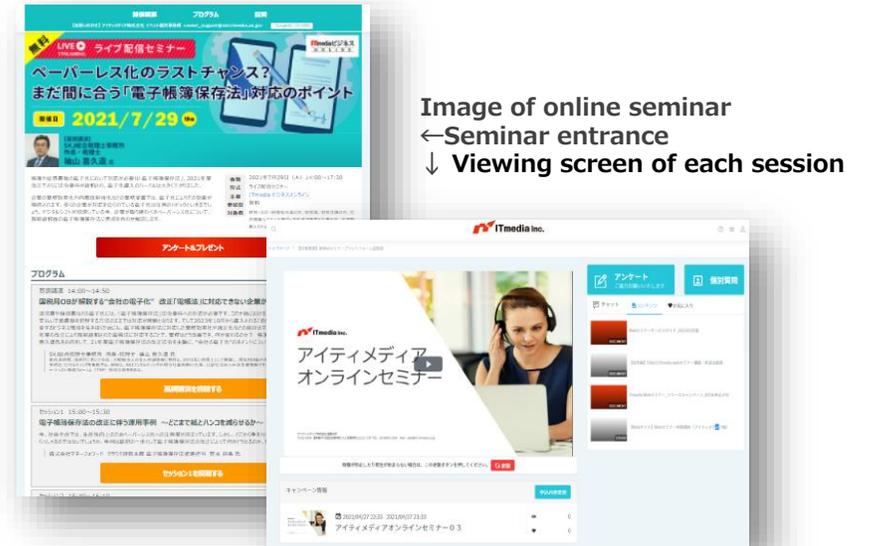


Image of online seminar  
← Seminar entrance  
↓ Viewing screen of each session

# Outline of Live Web Seminar

## Audience Creation



## Registration



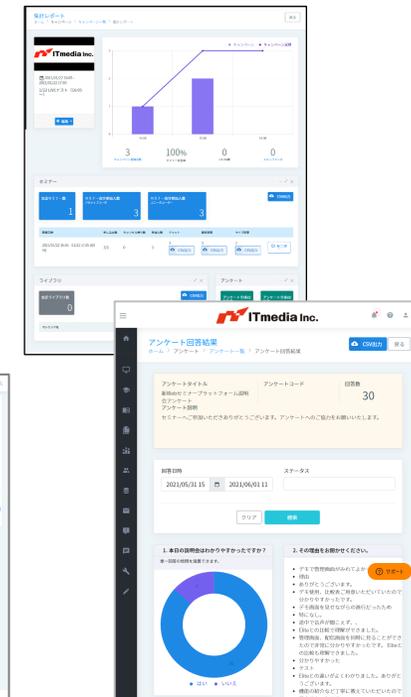
### Registration Email



## 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.

# Screen Image of Live Web Seminar

▼ Entrance of seminar venue ※The screenshots below are sample images.



Event title / summary

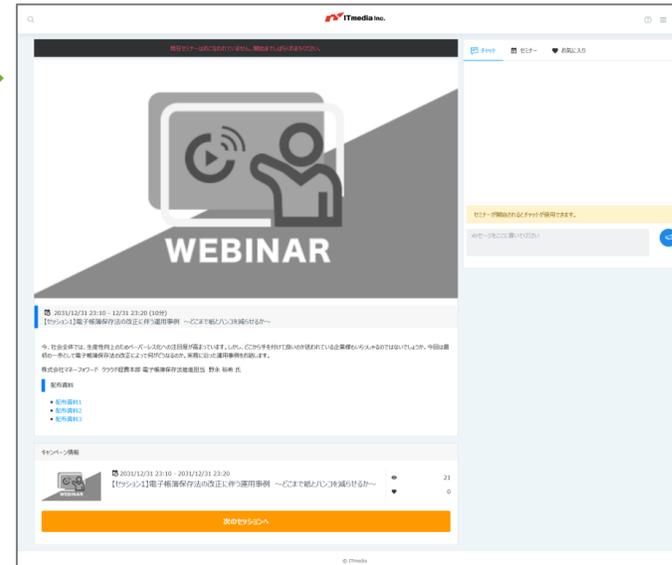
Session details

▼ Viewing screen of each session



To session screen by clicking session list

Logo insertion

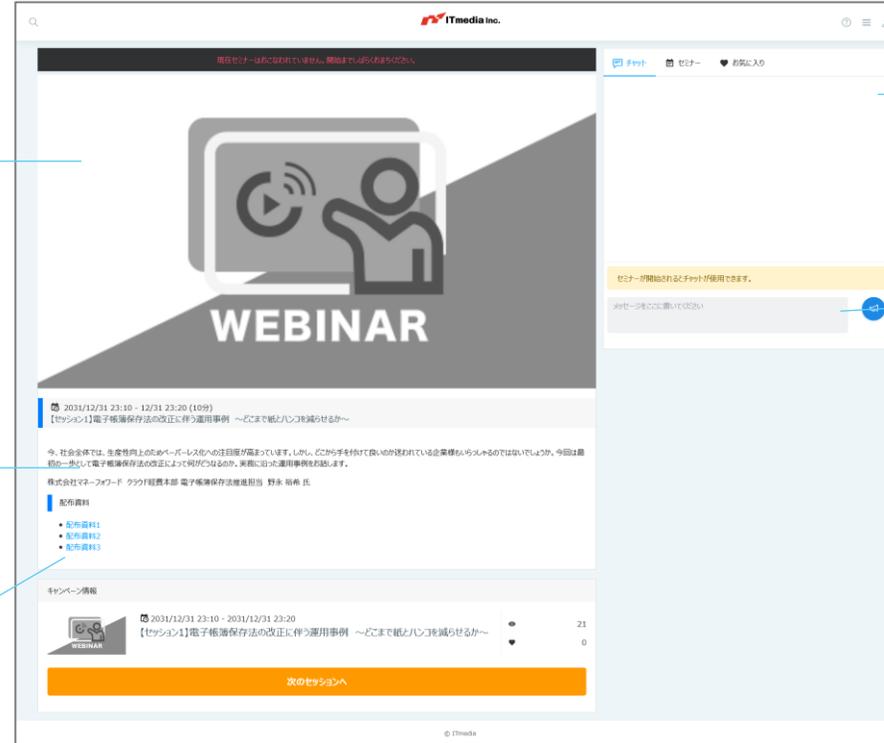


# Live Web Seminar - Image of Session Screen

① Projection materials

② Session introduction

③ Downloadable assets and related links



④ Questionnaire

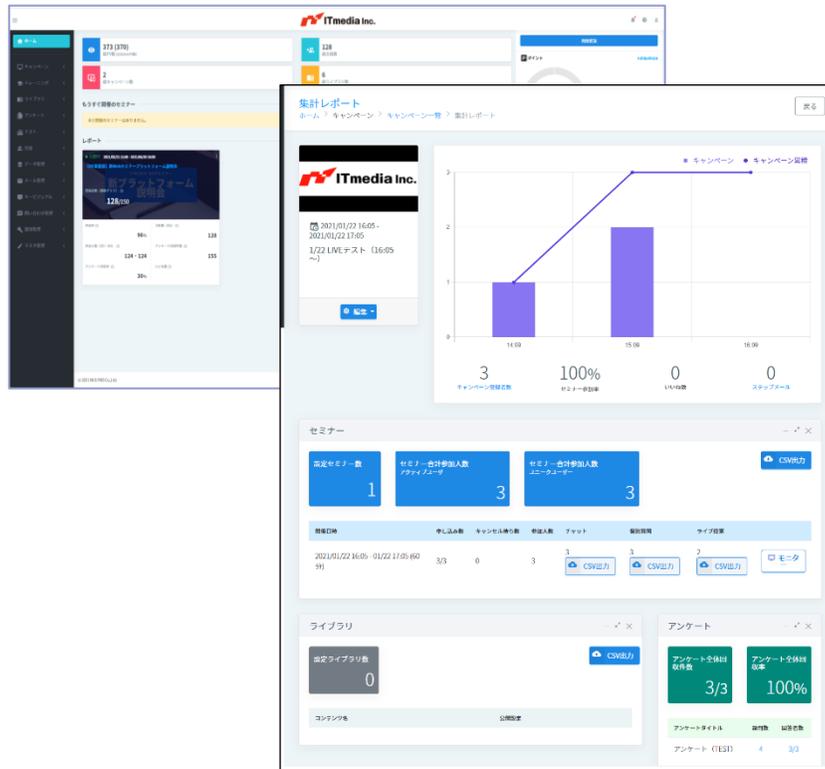
⑤ Question submission form

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.)

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).

# Powerful Reporting Features Only Possible with Online Events

Highly visible dashboard is provided with real-time information such as session registration 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, related materials access date and time, etc.)
- Number of live/on-demand viewers, participation & withdrawal dates and times and number of survey responses
- Activity history for Q&A, individual questions, etc.

# Live Web Seminar Schedule

Zone	Day 1	Day 2	Day 3	Day 4
	Data-Driven Business Management	Open Data Distribution and Governance Future Data Collaboration Infrastructure	Democratization of Data Analysis and Organizational Retention	Dedicated zone
13:00   13:40	Keynote Session 1-1 (Live/40 min.)	Keynote Session 2-1 (Live/40 min.)	Keynote Session 3-1 (Live/40 min.)	Keynote Session 4-1 (Live/40 min.)
13:50   14:20	<b>Sponsored Session 1-1</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 2-1</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 3-1</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 4-1</b> (Live/30 min.) Diamond Sponsor
14:30   15:00	<b>Sponsored Session 1-2</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 2-2</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 3-2</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 4-2</b> (Live/30 min.) Diamond Sponsor
15:10   15:50	Keynote Session 1-2 (Live/40 min.)	Keynote Session 2-2 (Live/40 min.)	Keynote Session 3-2 (Live/40 min.)	Keynote Session 4-2 (Live/40 min.)
16:00   16:30	<b>Sponsored Session 1-3</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 2-3</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 3-3</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 4-3</b> (Live/30 min.) Diamond Sponsor
16:40   17:10	<b>Sponsored Session 1-4</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 2-4</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 3-4</b> (Live/30 min.) Platinum/Gold Sponsor	<b>Sponsored Session 4-4</b> (Live/30 min.) Diamond Sponsor

※ **The timetable and times are tentative.** Please note that the number of days and programs are subject to change depending on the number of sponsors.

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

**Order Deadline: December 17(Fri.), 2021**

Contents	Diamond Sponsorship (Setting up dedicated Zones: 2 sponsors only)	Platinum Sponsorship	Gold Sponsorship	All List Sponsorship	Zone List Sponsorship
<b>Sponsored Session</b> 30-minutes session is provided in the seminar.	✓ (Guest + 2 sessions) <b>Live broadcast + Archive</b>	✓ <b>Live broadcast + Archive</b>	✓ <b>Live broadcast + Archive</b>	Not available	Not available
<b>Questionnaire by Sponsor</b> During the session, sponsor can insert their original questionnaire.	✓	✓	✓	Not available	Not available
<b>Lead Generation (All of the Registrants / Attendees Personal Data)</b> 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.	Not available	<b>Estimated 500 leads (All of the registrants)</b>	Not available	<b>Estimated 500 leads (All of the registrants)</b>	Not available
<b>Lead Generation (Registrants / Attendees Personal Data of the Sponsored Zone)</b> Registrants / attendees personal data of the sponsored Zone are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on. ※The list of people who select the Zone as their preferred viewing zone when pre-registering will be delivered to sponsors.	<b>Estimated 250 leads (Zone registrants)</b> ※Additional options are available	Not available	<b>Estimated 250 leads (Zone registrants)</b>	Not available	<b>Estimated 250 leads (Zone registrants)</b>
<b>Lead Generation of Your Session Viewers and Provision of Online Report Site of Your Session</b> 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	Not available
<b>Sharing the Results of Pre-questionnaire</b> 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.)	✓	✓	✓	✓	✓
<b>Insertion of Sponsor Company's Logo</b> Sponsor Company's names, logos and links are inserted on the seminar announcement page.	✓	✓	✓	✓	✓
<b>Distribution of Related Materials</b> 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	Not available
<b>Provision of Seminar Report (Including the Results of the Audience Questionnaire by ITmedia)</b> 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 4, this seminar will be cancelled. Also, please note that the program will be changed accordingly depending on the number of sponsors.	<b>JPY 4,500,000-</b> (Excluding Consumption Tax)	<b>JPY 2,700,000-</b> (Excluding Consumption Tax)	<b>JPY 2,000,000-</b> (Excluding Consumption Tax)	<b>JPY 1,400,000-</b> (Excluding Consumption Tax)	<b>JPY 900,000-</b> (Excluding Consumption Tax)

<b>■ Option Plan: Provision of Recorded Session Movie File</b> 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.)	<b>JPY 50,000-</b> (Excluding Consumption Tax)
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# Option Plan: Event Report(Behavioral History Targeting Advertorial)

## About event report option plan

- ☑ In addition to exhibiting at large-scale events, we can promote your corporate branding and understanding of your products and services!
- ☑ By converting the content of your sponsored session into text, the process of publishing the advertorial will go smoothly!



### What is Behavioral History Targeting Advertorial?

By identifying the interests of readers based on their behavioral data (article browsing history), we **guide people with "high interests" to your advertorial**. By linking reader behavioral data to external services for extended distribution, we can capture people with the same "interests" who have never visited ITmedia, thereby expanding the reach of your readers.

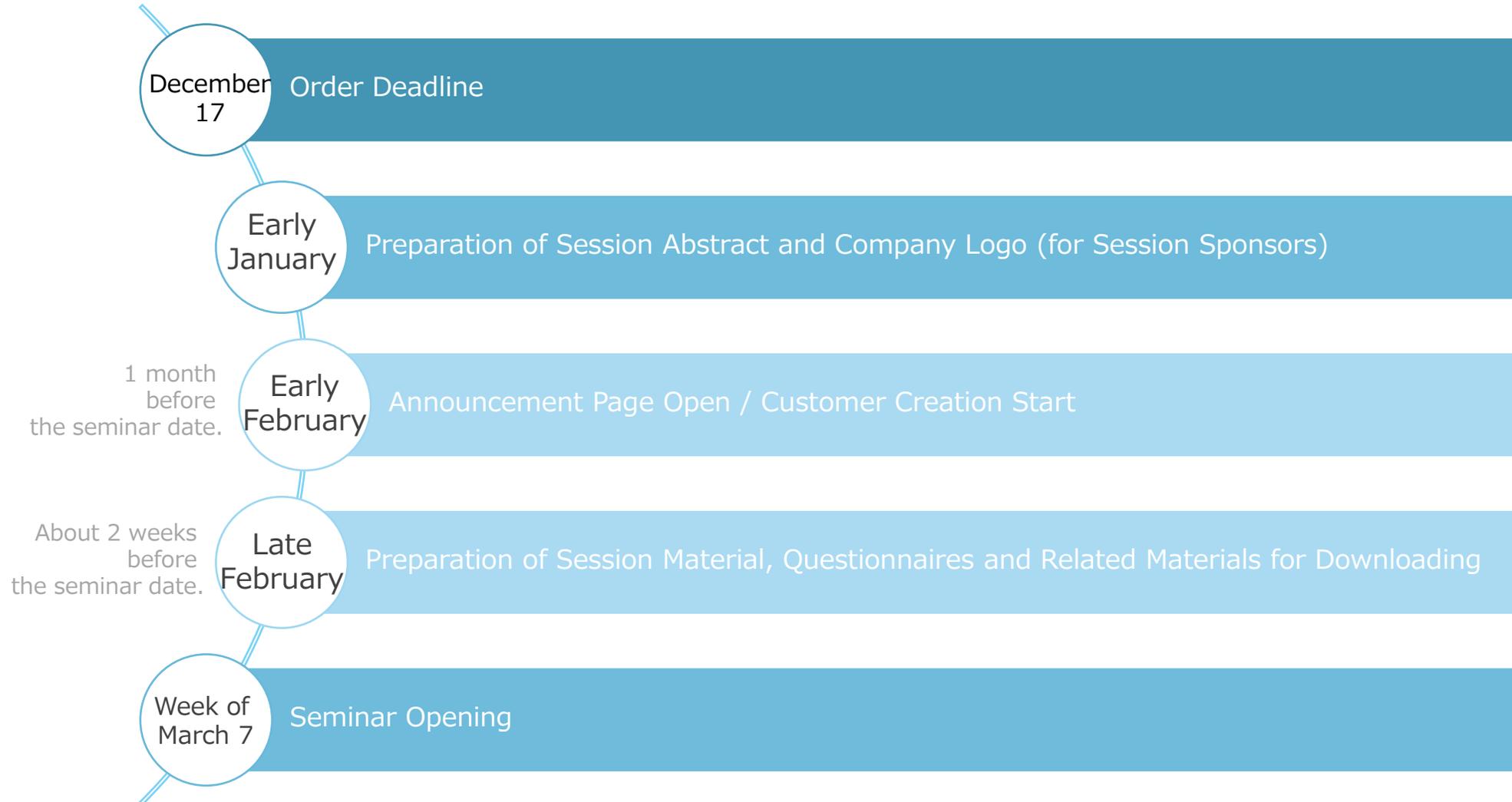
Price	List price: JPY1,700,000 <b>JPY 1,500,000(Excluding Consumption Tax)</b>
Guarantee	<b>5,000 Page Views</b>
Insertion term	Minimum 1 week to maximum 2 months (Ends when guaranteed page views are achieved.)
Specs	3,000-4,000 Japanese characters and 2-3 illustrations
Breakdown	Production of 1 advertorial ※Pre-event coverage is also available. Advertisements that lead to advertorial based on reader behavior data Browsing report (Page Views, Unique Browsers, companies browsed, etc.)

This advertorial is a plan with extended audience distribution and the use of external media. ITmedia will select the most suitable external media websites based on the content (the target websites cannot be specified). ITmedia will prepare the copy for the inducement ad (no prior confirmation or specification is possible). The Inducement advertisements will stop insertion as soon as the guaranteed page views are achieved. But they will be guaranteed to run for at least 1 week.

- The copyright of the produced article advertisement belongs to ITmedia and its production staff (writers, photographers, etc.).
- If you wish to use the advertisement in print, a secondary use fee will be charged. Please contact our sales representative if you would like to use this service.
- A separate fee will be charged if it is necessary to assign a celebrity or travel to a distant location for an interview.
- Please note that the following additional fees may be incurred if the advertiser requests a major change from the agreed-upon content after application.

- Re-submission of 1st draft: JPY 300,000
- Additional revision after the proof : JPY 100,000
- Please ask us about your request for re-interview.  
※All prices are exclusive of tax and gross.

# Schedule until the 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.

Advertising Menu			Cancellation Fee	Applicable Products / Services(Please ask us if you can't find the product in the list below.)
Display Advertising / Email Advertising			Before the material deadline: 50% After the material deadline: 100%	Display Advertising / Email Advertising
Advertorial (Tie-in Article)			Before submission of the first draft for proof-reading: 50% of the advertising fee (including production fee, insertion fee and promotion fee) After submission of the first draft for proof-reading: 100% of the advertising fee (including production fee, insertion fee and promotion fee)	Guaranteed Insertion Term Advertorial (Tie-in Article) Guaranteed Page View Advertorial (Tie-in Article)
Lead Generation	Guaranteed Number of Leads	Lead Generation	Before the campaign starts: 50% of the advertising fee (basic fee + lead generation fee) After the campaign starts: 100% of the advertising fee (basic fee + lead generation fee)	LG. Basic / Segment
		Production Option	Before submission of the first draft for proof-reading: 50% of the production fee After submission of the first draft for proof-reading: 100% of the production fee	LG. Segment Option - Advertorial (Tie-in Article) Production LG. Segment Option - White Paper Production
		Other Options	Before the campaign starts: 50% of the advertising fee (option fee) After the campaign starts: 100% of the advertising fee (option fee)	LG. Segment Option - Customized Survey LG. Segment Option - Telemarketing
	Guaranteed Insertion Term	White Paper	Before the campaign starts: 50% of the advertising fee After the campaign starts: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
		Advertorial (Tie-in Article)	Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	TechFactory Guaranteed Insertion Term Program
	Long Term Lead Generation Program (6 months or more)		Up to the spending of half of the amount applied for: 50% of the advertisement fee(basic fee+lead generation fee) After the spending of half of the amount applied for: Unused portions can be cancelled	LeadGen. Segment (6 months or more Lead Generation Program)
Seminar	Collective Seminar		Until 41days before the seminar opening date: 50% of the advertising fee After 40days before the seminar opening date: 100% of the advertising fee	Seminar Hosted by ITmedia / Virtual Expo Sponsoring Plan
	Entrusted Seminar		Planning Fee / Operating Fee · Until 41 days before the seminar: 50% of the advertising fee · Within 40 days before the seminar: 100% of the advertising fee Other actual cost will be charged in accordance with the cancellation policy of the subcontractor. · Venue Fee/ ITmedia's Operating Fee · Any other costs incurred as a result of customizing program	Entrusted Seminar
Others	ABM Report		Before the first delivery: 50% of the advertising fee After the first delivery: 100% of the advertising fee	ABM Report
	Customized Booklet / Offprint		Before submission of the first draft for proof-reading: 50% of the advertising fee After submission of the first draft for proof-reading: 100% of the advertising fee	Custom Booklet Offprint
	Video Production		Until 2 days before video shooting date: 50% of the advertising fee After the previous day of video shooting date: 100% of the advertising fee	Video Production
	Customized Research		Before the research starts: 50% of the advertising fee After the research starts: 100% of the advertising fee	Customized Research

