

ITmedia Executive Security Day 2022 Spring Cyber Security Countermeasures to Strengthen Organizations

[Collective Live Web Seminar]
Ver.1.0

Date: Week of January 31, 2022 (tentative)

Registrants: Estimated 200

Order Deadline: November 26(Fri.), 2021

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Aim of the Seminar

In the midst of the global chaos caused by the Corona disaster, cyber-attacks on businesses have not slowed down, but have increased in scale and damage, targeting supply chains and critical energy infrastructure. It is no longer possible for individual companies to prevent incidents and accidents through their own countermeasures and efforts, and it is clear that cyber security risk is one of the most important management risks.

Of course, criminal groups are to be blamed, but companies that have been attacked are also required to take subsequent actions. Cyber-attack countermeasures are an investment for business continuity, and it is not only the responsibility of management to make such an investment, but also a requirement to establish a system for quick recovery in case of business interruption and to conduct training to enhance effectiveness. Cyber security countermeasures vary from company to company.

ITmedia will present a 1-day seminar for executives to learn about cyber security to strengthen your organization.

Summary

■ Event Details

Date: Week of January 31, 2022 (tentative)

Style: Collective Live Web Seminar (Online Event)

Number of Pre-Registrants: Estimated 200

Entree Fee: Free

Assumed Viewers:

Management executive, corporate planning, operation and policy formulation managers of in-house information system, etc.

Announcement Media: ITmedia Executive and their related Information Technology media

Organizer: ITmedia Executive Editorial Team (ITmedia Inc.)

Operation: ITmedia Seminar Operation Office



Outline of Live Web Seminar

Audience
Creation

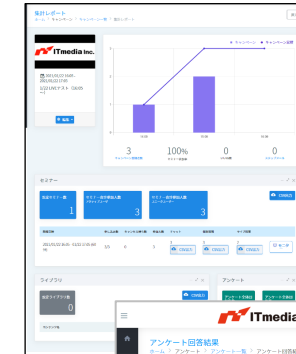
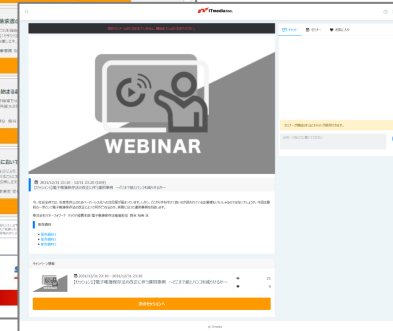
Registration

Live Web
Seminar

Event
Report



Registration
Email



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.



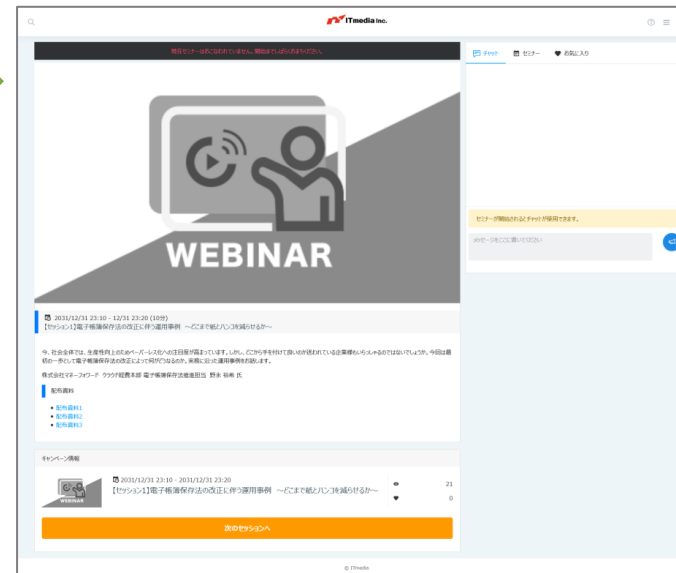
Event title / summary

Session details

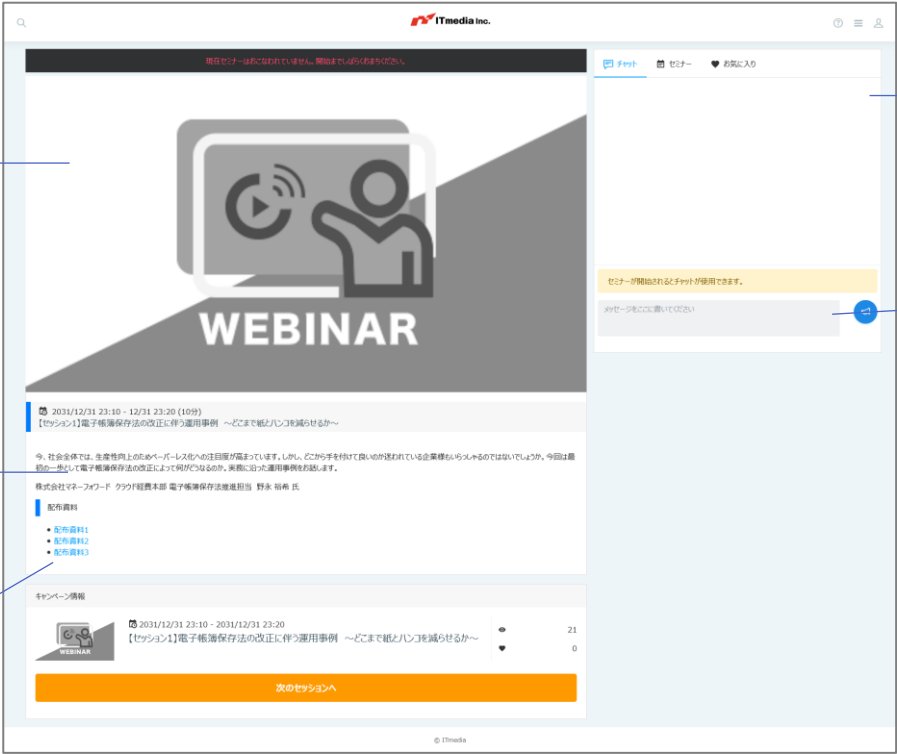
▼ Viewing screen of each session

To session screen
by clicking session list

Logo
insertion



Live Web Seminar - Image of Session Screen



The screenshot shows a web seminar interface for ITmedia Inc. The main content area displays a 'WEBINAR' title with a play button icon. Below the title, there is a session introduction text and a list of downloadable assets (e.g., 配布資料1, 配布資料2, 配布資料3). A sidebar on the right contains a 'Questionnaire' section and a 'Question submission form' with a text input field and a submit button. The interface is designed for live streaming with interactive features.

① Projection materials

② Session introduction

③ Downloadable assets and related links

④ Questionnaire

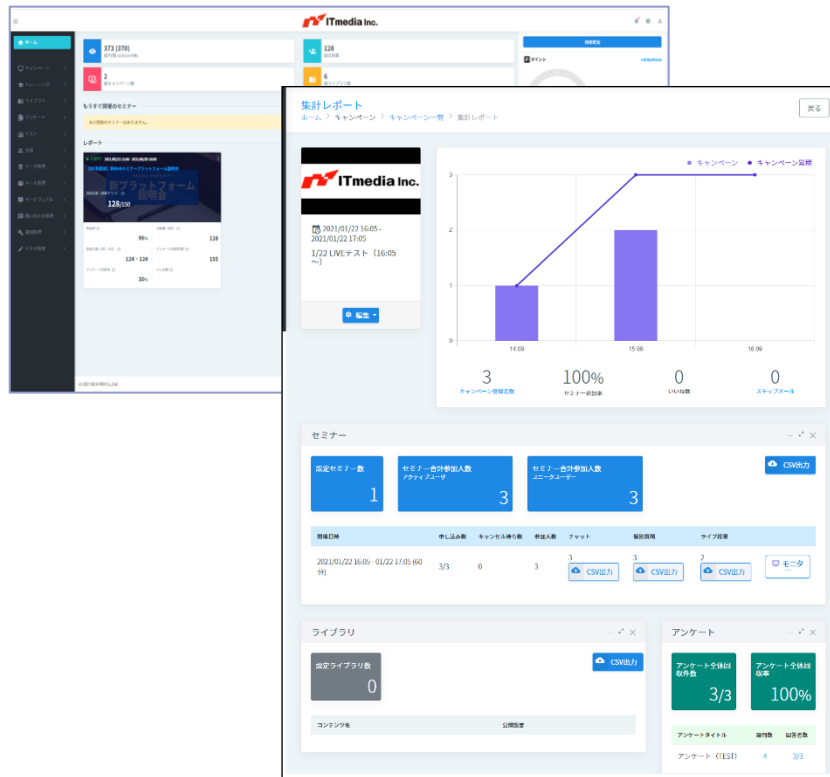
⑤ Question submission form

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	Time	Content
14:00 14:40	40 minutes	Keynote session
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

※ **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.

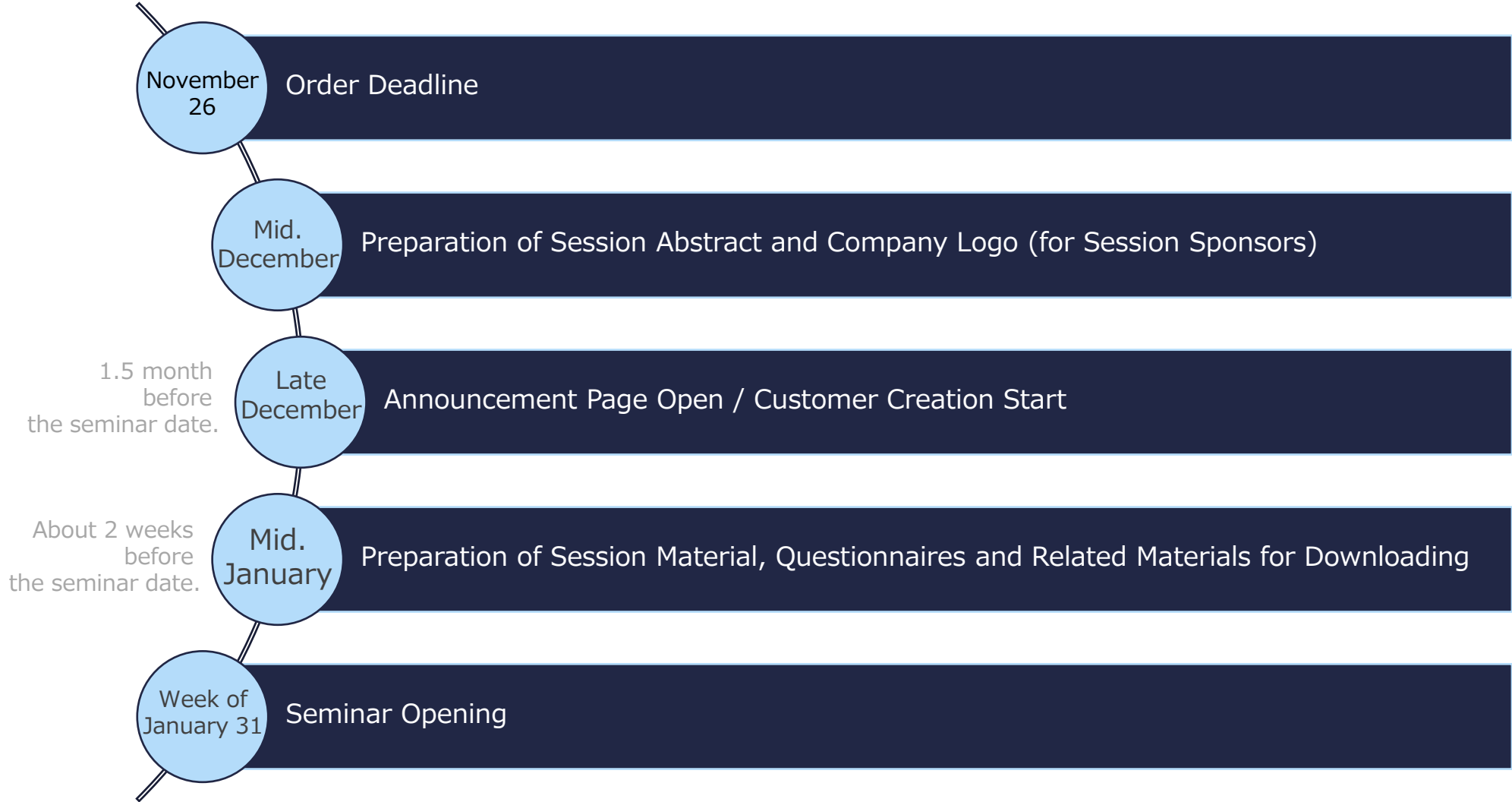
- All sessions will be archived and broadcasted for pre-registrants after the seminar. (Scheduled for 1-2 weeks)
- The venue for the live streaming is scheduled to be a studio in the seminar room of ITmedia Inc.
- If it is difficult to adjust your schedule on the day of the live webcast, please submit a pre-recorded video of the seminar. The video will be broadcasted at the time of the session.

Sponsorship Plans

Order Deadline: November 26(Fri.), 2021

Contents	Session Plan sponsorship	List Plan sponsorship
Sponsored Session 30-minutes session is provided in the seminar.	✓	Not available
Questionnaire by Sponsor During the session, sponsors can insert their original questionnaire.	✓	Not available
Lead Generation (All of the Registrants / Attendees Personal Data) and Provision of Online Report Site of Your Session 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. Online report site of your session is also provided.	Estimated 200 leads (All of the registrants)	Estimated 200 leads (All of the registrants)
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 also distributed to the viewers.)	✓	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 3,000,000- (Excluding Consumption Tax)	JPY 2,000,000- (Excluding Consumption Tax)
■ Option Plan (1): Advertorial of the Sponsored Session (ITmedia Executive Special) Only when sponsors order Session Plan sponsorship above, you can additionally order advertorial of the sponsored session with the special rate.		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)

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

