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# ITmedia Executive Security Seminar 2022 Summer

**Crisis Response Learning from Japan's Top Guns  
- Cyber Security Countermeasures to Strengthen Organizations -**

Produce by   
(ITmedia Executive)

# ITmedia Executive Security Seminar 2022 Summer

## Event overview

<b>Name</b>	ITmedia Executive Security Seminar 2022 Summer	<b>How to view</b>	Free registration required
<b>Organizer</b>		<b>Number of pre-registrants</b>	Estimated 200
<b>Date</b>	Jul. 26(Tue.), 2022※tentative	<b>Assumed Viewers</b>	Management level / CEO / CIO / Head of Business Unit / Head of Corporate Planning Department / Head of Information System Department / Head of Information System Department, etc. in general business companies and government organizations.
<b>Order deadline</b>	Apr. 28(Tue.), 2022	<b>Announcement media</b>	ITmedia Executive and their related media
<b>Style</b>	Collective online seminar ※ Online seminar platform may change.	<b>Operation</b>	ITmedia seminar operation office

This event may be changed or cancelled without prior notice. We appreciate your understanding in advance. If you have any questions, please contact our sales representatives.

# ITmedia Executive Security Seminar 2022 Summer

## Theme

### Crisis Response Learning from Japan's Top Guns - Cyber Security Countermeasures to Strengthen Organizations -

As the changes brought about by the global spread of COVID-19 infection become the new normal, cyber attacks targeting businesses continue to increase in scale and damage. It is clear that cyber security risk has become one of the most significant management risks.

Management is required to know how to respond to such crises when an attack occurs. Cyber-attack countermeasures are an investment for business continuity, and it is of course the responsibility of management to make such an investment, as well as to create a system that enables prompt recovery in the event of a disruption to business operations, and to provide a system to prevent cyber-attacks from occurring.

In addition, training programs are required to increase the effectiveness of the system. However, cyber security countermeasures vary from company to company. There are no best practices, and companies must implement them by hand and cannot adequately prepare in advance.

Many companies are not even able to visualize actual cyber attacks, making it difficult to envision the worst-case scenario.

In this 1-day seminar for executives, we will discuss the issues highlighted by actual cases of cyber crisis responses in domestic and international companies, and discuss the necessary preparations for normal times.

# ITmedia Executive Security Seminar 2022 Summer

## Timetable

13:00 - 13:40

**Keynote session**

【Time for each session】  
Keynote session: 40 min.  
Sponsored session: 30 min.

13:50 - 14:20

**Sponsored session 1**

14:30 - 15:00

**Sponsored session 2**

15:10 - 15:40

**Sponsored session 3**

15:50 - 16:20

**Sponsored session 4**

※ The above timetable may change.

# SPONSORED MENU

## The following 2 sponsorship plans are available.

### Session plan

This plan provides 1 sponsored session and a list of all registrants for the event. You can acquire a wide range of lists, from highly interested readers who views your session to registrants for the entire event.

### List plan

This plan provides a list of registrants for the entire event. Even if it is difficult to prepare for a sponsored session, you can easily obtain a list of registrants who are interested in the theme of this event.

# ITmedia Executive Security Seminar 2022 Summer

## Menu detail 1

### Sponsored session

30-minute session is available.  
ITmedia provides all the necessary equipment for live-streaming, such as cameras and microphones, so that speakers can simply come to our designated studio on the day of the session.  
If it is difficult to come to our office, video data can be streamed on the day of the session.

There is an additional option for data provision of live-streaming videos recorded by ITmedia. ( JPY 50,000 excluding tax)

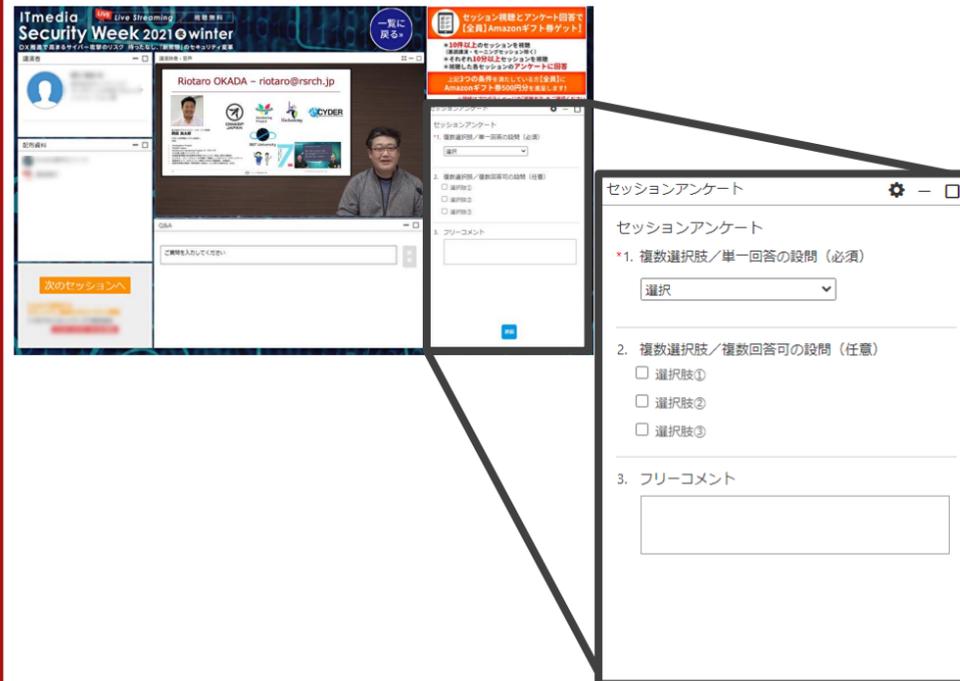


Session plan

List plan

### Questionnaire by sponsor

During the session, sponsor can insert their original questionnaire.  
The response format can be any combination of single, multiple, and open-ended responses.

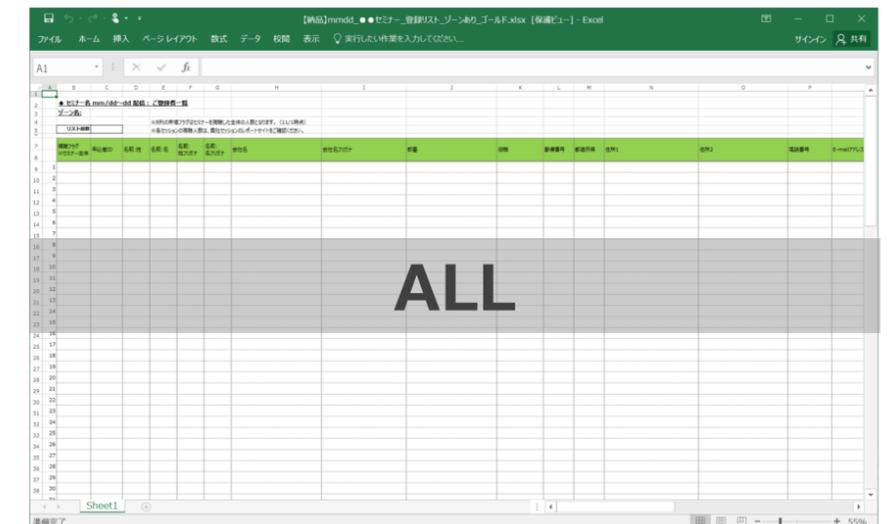


Session plan

List plan

### Lead generation (all of the registrants / attendees personal data)

A list of all registrants' business card information, including company name, department name, title, telephone number and e-mail address, is provided.  
The list is delivered in Excel data format via the Report Center system within 3 to 5 business days after the event.



Session plan

List plan

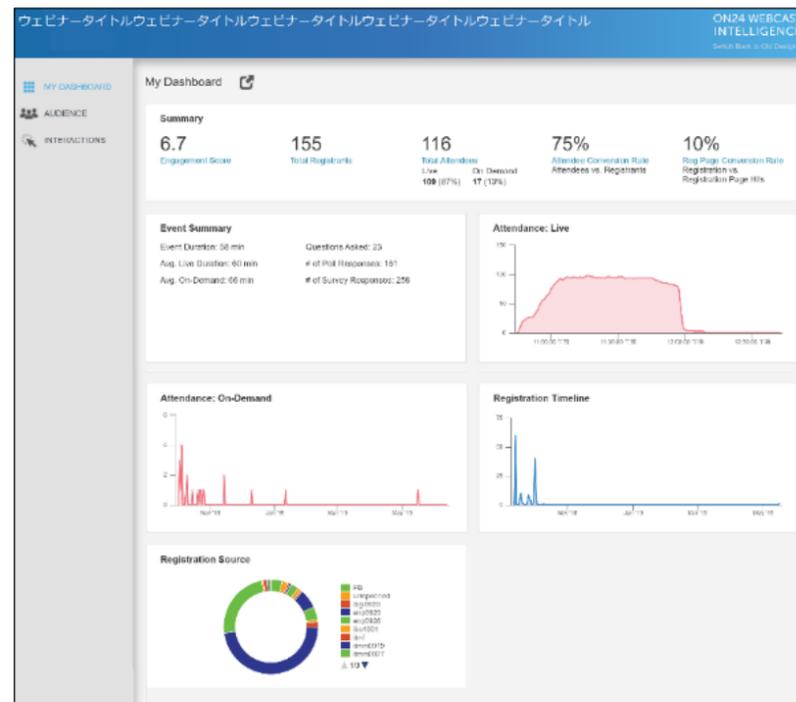
※ All images are visual references.

# ITmedia Executive Security Seminar 2022 Summer

## Menu detail 2

### 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.



Session plan

List plan

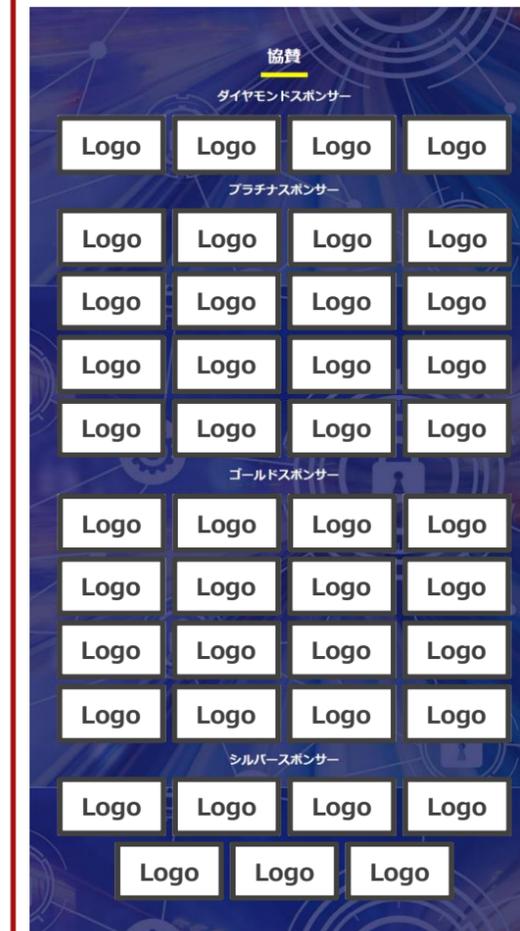
### Sharing the results of pre-questionnaire

When readers apply for the seminar, their positions and product/service selection status are 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.)

Session plan

List plan

### Insertion of sponsor company's logo



Sponsor company's names, logos and links are inserted on the seminar announcement page.

Session plan

List plan

※ All images are visual references.

# ITmedia Executive Security Seminar 2022 Summer

## Menu detail 3

### Distribution of related materials

In addition to your presentation materials, you can distribute up to 3 handouts to the audience during your session. Please send the PDF files to us and we will set up links to download them. We can also set up external links to your company's webpage.

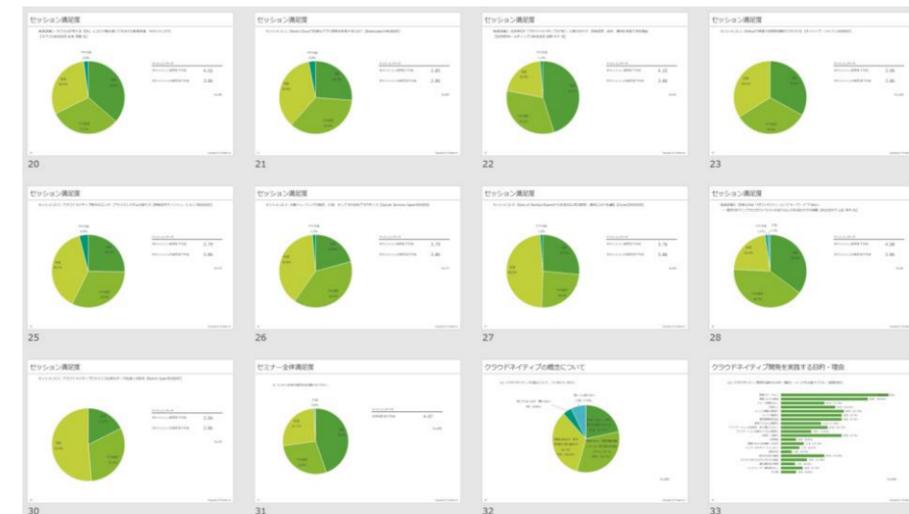


Session plan

List plan

### Event report

Seminar report, including the results of the audience questionnaire by ITmedia, is provided. (These data is provided as aggregate results.)



Session plan

List plan

※ All images are visual references.

# ITmedia Executive Security Seminar 2022 Summer

## Sponsorship plans

	Session plan	List plan
<b>Sponsored session</b>	● Live broadcast + Archive	Not Available
<b>Questionnaire by sponsor</b>	●	Not Available
<b>Lead Generation (all of the registrants / attendees personal data)</b> ※Estimated 200	●	●
<b>Lead generation of your session viewers and provision of online report site of your session</b>	●	Not Available
<b>Sharing the results of pre-questionnaire</b>	●	●
<b>Insertion of sponsor company's logo</b>	●	●
<b>Distribution of related materials</b>	●	Not Available
<b>Event report</b>	●	●
	<b>JPY 3,000,000-</b>	<b>JPY 2,000,000-</b>

※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.

※Please note that the program will be changed accordingly depending on the number of sponsors.

( All prices are excluding consumption tax and gross rate. )

Limited to Session plan!

## Set menu

# Traffic driving to an advertorial with behavioral targeting

Based on readers' behavioral data (article browsing history), we identify their "interests" and induce those with high "interests" to your advertorial. By linking readers' behavioral data to external services for extended distributions, you can expand your reader reach by capturing people with the same interests, even if they have never visited ITmedia before.

### Produced advertorial

The screenshot shows a professional-looking article layout with a header, main text, and several images. The text discusses hybrid work trends and cybersecurity solutions for 2022.



- Price
- Guaranteed Page views
- Insertion term
- Specs
- Provided Services
- Media

**JPY 1,500,000-**  
**5,000 page views**

Minimum 1 week to maximum 2 months  
 (Ends when guaranteed page views are reached.)  
 3,000-4,000 Japanese characters and 2-3 illustrations/photos

- Production of 1 advertorial
- ※ This service is designed to summarize the main points while viewing live/on-demand streaming, recorded data, etc. No additional interviewing is conducted.
- Inserting advertisement to guide readers to the advertorial based on reader behavior data
- Provision of browsing reports (page views, unique browsers, companies, etc.)

ITmedia Executive

**Sponsors only!**  
 List price  
~~JPY 1,700,000-~~

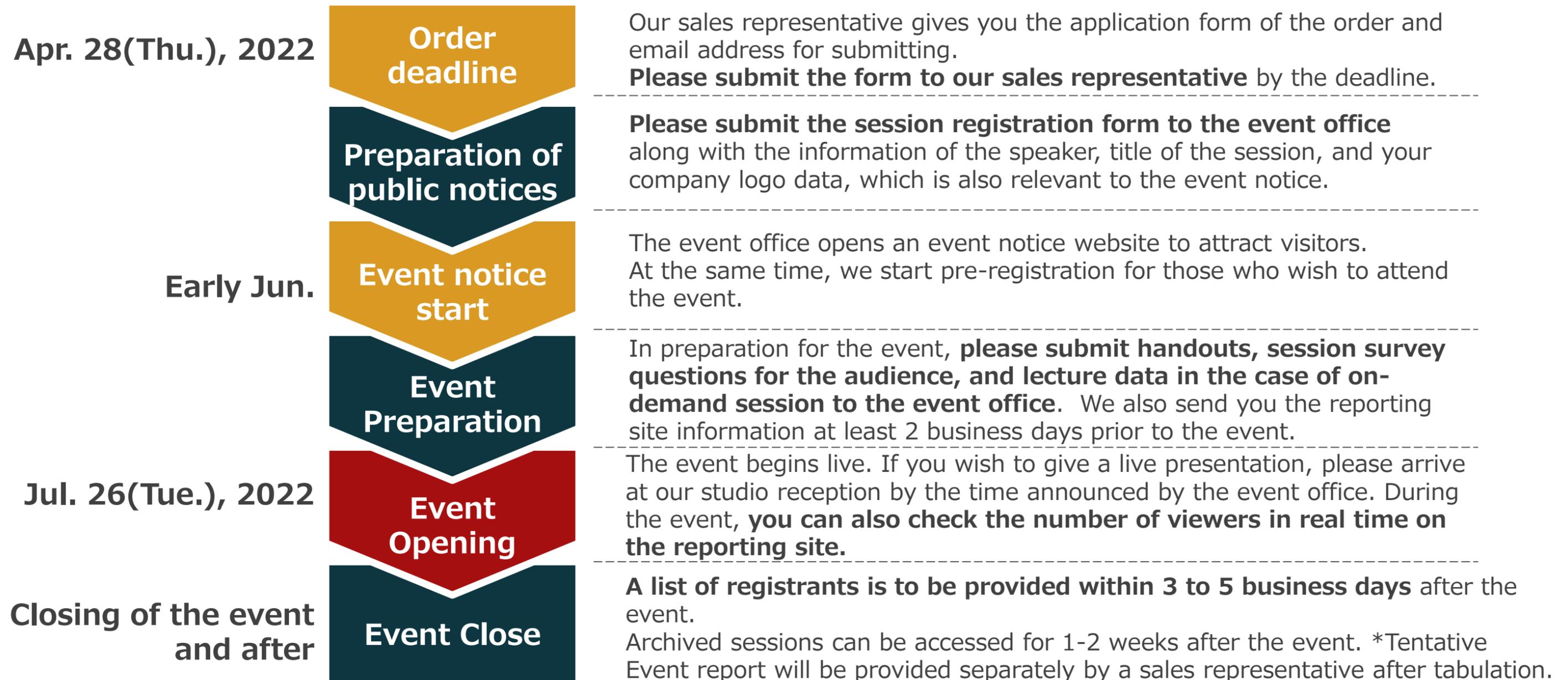
※The copyright of the produced advertorial belongs to ITmedia and the production staff (writers, photographers, etc.).  
 ※If you wish to assign a celebrity or travel to a distant location for an interview, an additional fee will be charged.  
 ※If the article is to be used in printed materials, a secondary use fee will be charged, so please contact our sales representative if you wish to use it.  
 ※Please note that additional fees may be incurred if the advertiser makes large changes to the agreed-upon content after the application has been submitted.

• This service is a plan for extended audience promotion and the use of external media.  
 • ITmedia will select the most appropriate external media based on the content. (Advertisers cannot specify the media).  
 • ITmedia will prepare the promotional materials. (Prior confirmation or specification is not possible).  
 • The promotional advertisement will be stopped as soon as the guaranteed page views are reached, but at least one week insertion will be guaranteed.

# SCHEDULE

# ITmedia Executive Security Seminar 2022 Summer

## Flow from Order to the End of the Event



※ The above is a rough schedule. A detailed schedule will be provided after the date is determined.

# APPENDIX

## Image of Session Screen

### Speaker information

The speaker's name, title, and photo are displayed along with your company's name.

### Handout

Handouts for your session viewers can be posted. Up to 3 items can be posted, so please supply the materials you would like to use.

### Q&A form

If preferred, a Q&A form is available to take questions from viewers.

The screenshot shows the ITmedia Security Week 2021 winter session interface. At the top, it says "LIVE Live Streaming" and "視聴無料". The main content area is split into several panels. On the left, there's a "講演者" (Speaker) panel showing a profile for Riotaro OKADA. The central panel shows a video of the speaker with a slide behind him that lists his affiliations: OWASP JAPAN, Hardening Project, Hackademy, and CYDER. Below the video is a "Q&A" panel with a text input field. On the right, there's a "セッションアンケート" (Session Survey) panel with instructions and a list of question types: 1. Multiple choice/Single answer (required), 2. Multiple choice/multiple answer (optional), and 3. Free comment.

### Lecture video

Video of your lecture is broadcasted. If you have projection materials to be live-streamed, please send them to the event office in advance, and we will adjust the screen configuration in combination with the speaker's.

### Questionnaire by session sponsor

A survey can also be conducted for the viewers of your session. Up to 9 questions can be set up, so if you wish, please let us know the questions you would like us to post.



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## Notes

### Cancellation fee

Cancellation after receipt of the application form or after the start of the event office guidance will incur the following cancellation fees. Please understand this in advance.

- Up to 41 days prior to the event: 50%
- Within 40 days of the event: 100%

### Consumption tax

Consumption tax is charged separately.

### Risks associated with online seminar streaming

Live streaming always involves risks. Please be aware of the risks below and the measures we have taken to prevent them.

#### ● **Risk 1: Trouble with Internet connection and Internet service providers**

Both video and audio may drop out. We will immediately switch to streaming on a backup PC and backup line.

#### ● **Risk 2: Failure in live streaming platform (Nex-Pro)**

Nex-Pro is equipped with a mechanism to deliver high-definition video and audio, and by storing a buffer during delivery, it reduces the phenomenon of video and audio interruptions due to the user environment.

The system is redundant so that backup delivery is always available as a countermeasure against failures, but in the unlikely event that the delivery platform fails, an apology for the suspension of delivery will be sent to viewers via e-mail, and they will be guided to the on-demand version at a later date.

#### ● **Risk 3: Power failure**

Both video and audio may drop out. We will announce an apology for the suspension of the streaming from the backup PC and will provide an on-demand version at a later date.

#### ● **Risk 4: Equipment failure**

Both video and audio may drop out. We will immediately switch to streaming on a backup PC and backup line.

#### ● **Risk 5: Failure on the viewing side**

A single (10% or less) viewing failure relative to the total number of views is likely to be caused by the viewer's environment, and will be handled individually in response to inquiries.

If similar symptoms are seen in units of 10 (reported on site), we will announce an apology for suspension of streaming and provide an on-demand version at a later date.



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