ITmedia DX Summit

Event overview

Name	**ITmedia DX Summit Vol.12**
Organizer	ITmedia エグゼクティブ (ITmedia Executive)　ITmedia エンタープライズ (ITmedia Enterprise)
Date	May 23(Mon.), 2022 – May 26(Thu.), 2022
Style	Collective online seminar
How to watch	Free registration required
Number of pre-registrants	Estimated 600
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
Operation	ITmedia seminar operation office

Past events

ITmedia DX Summit Vol.10
■Digital Back Office Week 2021 Fall
Oct. 25 (Mon.), 2021 - Oct. 28 (Thu.), 2021
Number of registrants: 627

■Cloud Native Week 2021 Winter
"The serious challenges of Cloud Native for ordinary companies with existing assets"
Nov. 15 (Mon.), 2021 - Nov. 17 (Wed.), 2021
Number of registrants: 691

■DIGITAL World 2021 Winter
"Digital can change the world for the better"
Dec. 13 (Mon.), 2021 - Dec. 16 (Thu.), 2021
Number of registrants: 1,064

※ ITmedia DX Summit vol. 10 was held in 3 separate events.

ITmedia DX Summit Vol.11
"DX that creates business value:
Dynamic corporate transformation and growth strategies based on data utilization"
Mar. 15 (Tue.), 2022 - Mar. 18 (Fri.), 2022
Number of registrants: Estimated 500

ITmedia **DX Summit**

Vol.12

Information System Infrastructure Strategy in the Multi-Cloud Era

Day1

Redefining Business with Digital x Data

In a time when "DX fatigue" is beginning to appear, we reintroduce the achievements and challenges of pioneers who have taken on the challenge of transforming corporate culture by focusing on the essence and purpose of DX, and discuss the "experience" that is most important in DX promotion.

Day2

Governance and Security in the Era of Compliance & Data Protection

How will data governance and security in IT infrastructures change in this era of multi-cloud and distributed cloud computing? We consider a data management system that balances advanced data utilization, protecting data owners, and keeping up with changing rules.

Day3

Designing the Data Infrastructure of the Future

Based on the premise of the "connected society" of the future, what kind of system architecture will be necessary to utilize data for purposes both inside and outside the organization? In order to develop the ability to identify the IT infrastructure of the future, we look at the design of the data infrastructure of the future using actual examples from leading companies as the case studies.

※ Please note that there may be some adjustments of the event theme and section themes.

CONTENT

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ITmedia DX Summit ≫ Timetable

	Day1 Redefining Business with Digital x Data	**Day2** Governance and Security in the Era of Compliance & Data Protection	**Day3** Designing the Data Infrastructure of the Future	**Dedicated zone**	
13:00 - 13:40	Keynote session 1-1	Keynote session 2-1	Keynote session 3-1	Guest session 4-1	**Dedicated zone 1**
13:50 - 14:20	Sponsored session 1-1	Sponsored session 2-1	Sponsored session 3-1	Sponsored session 4-1	
14:30 - 15:00	Sponsored session 1-2	Sponsored session 2-1	Sponsored session 3-2	Sponsored session 4-2	
15:10 - 15:50	Keynote session 1-2	Keynote session 2-2	Keynote session 3-2	Guest session 4-2	**Dedicated zone 2**
16:00 - 16:30	Sponsored session 1-3	Sponsored session 2-3	Sponsored session 3-3	Sponsored session 4-3	
16:40 - 17:10	Sponsored session 1-4	Sponsored session 2-4	Sponsored session 3-4	Sponsored session 4-4	
17:20 - 17:50	Sponsored session 1-5	Sponsored session 2-5	Sponsored session 3-5		

▼ Time for each session
·Keynote session : 40 min.
·Sponsored session : 30 min.

※ The above timetable may change.

SPONSORED MENU

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The following 5 sponsorship plans are available.

Special offer limited to 2 companies!

Diamond
This plan is to set up a dedicated zone for your company consisting of 1 slot for a guest session planned by our editorial team and 2 sessions for your company. Our editorial team asks you about the message you wish to convey, and then provides an outline of the entire zone, suggests potential guest session candidates, and plans the outline of their presentations, making it possible to appeal to an audience with a high interest in your theme.

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

Gold
This plan provides 1 sponsored session and a list of registrants for the sponsored section.
This plan allows you to approach attendees who are interested in the theme of the sponsored section.

All list
This plan provides a list of registrants for the entire event.
This plan allows you to obtain a high volume of lists even when it is difficult for you to prepare a sponsored session.

Section list
This plan provides a list of registrants on a section-by-section basis.
It is possible to obtain a list of visitors who are interested in the theme of a specific sponsored section.

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 edited to 30 minutes or less can be streamed on the day of the session.

Diamond	Platinum	Gold

Guest + 2 sessions

All list	Section list

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.

Diamond	Platinum	Gold

All list	Section list

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.
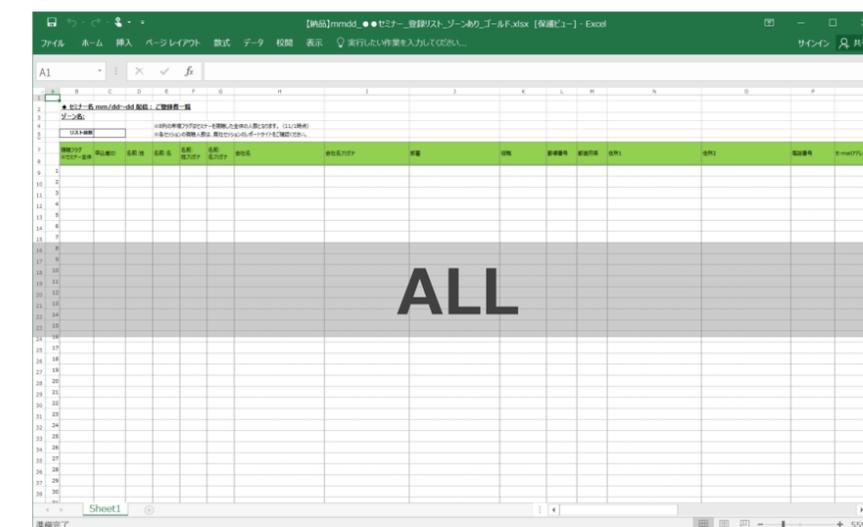
Diamond	Platinum	Gold

All list	Section list

※ All images are visual references.

Lead generation (registrants/attendees personal data of the sponsored section)

Registrants/attendees personal data of the sponsored section are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on. **The Diamond plan** also offers an additional option to **change the list of deliveries to a list of all registrants**.

※ The list of people who check the relevant section as their viewing preference at the time of pre-registration (optional/required to have at least 1 viewing preference at the time of application) is provided.
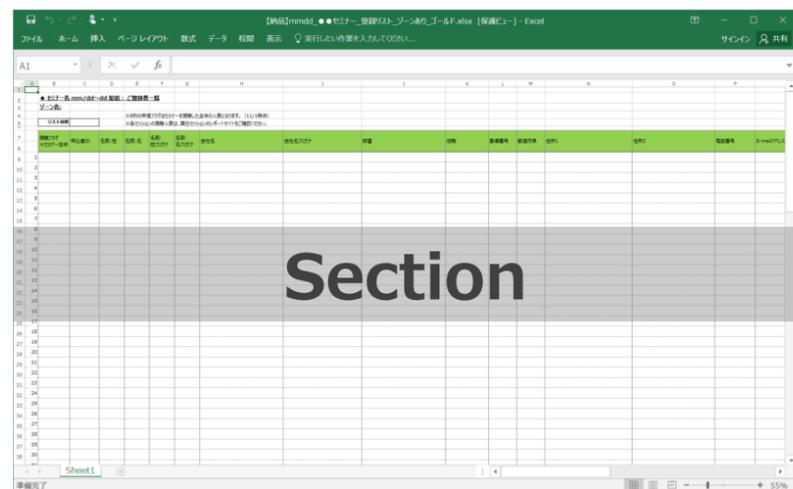
Diamond	Platinum	Gold
Estimated 250 leads		**Estimated 300 leads**

All list	Section list
	Estimated 300 leads

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.
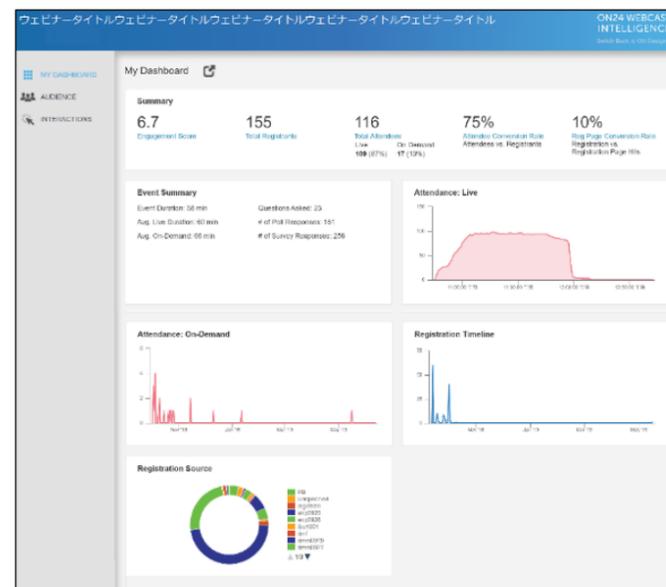
Diamond	Platinum	Gold

All list	Section list

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.)

Diamond	Platinum	Gold

All list	Section list

※ All images are visual references.

Insertion of sponsor company's logo

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

Diamond	Platinum	Gold
All list	Section list	

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.

Diamond	Platinum	Gold
All list	Section list	

Event report

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

Diamond	Platinum	Gold
All list	Section list	

※ All images are visual references.

ITmedia DX Summit — Menu List

Sponsorship plans	Diamond (Limited to 2 companies)	Platinum	Gold	All list	Section lost
Sponsored session	● (Guest + 2 sessions) Live broadcast + Archive	● Live broadcast + Archive	● Live broadcast + Archive	Not Available	Not Available
Questionnaire by sponsor	●	●	●	Not Available	Not Available
Lead Generation (all of the registrants / attendees personal data) ※Estimated 600	Not Available	●	Not Available	●	Not Available
Lead generation (registrants/attendees personal data of the sponsored section)	Estimated 250 ※ Additional option available	Not Available	Estimated 300	Not Available	Estimated 300
Lead generation of your session viewers and provision of online report site of your session	●	●	●	Not Available	Not Available
Sharing the results of pre-questionnaire	●	●	●	●	●
Insertion of sponsor company's logo	●	●	●	●	●
Distribution of related materials	●	●	●	Not Available	Not Available
Event report	●	●	●	●	●
	JPY 4,500,000-	JPY 2,800,000-	JPY 2,000,000-	JPY 1,400,000-	JPY 900,000-

※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.

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

SCHEDULE

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ITmedia DX Summit » Schedule

Flow from Order to the End of the Event

Mar. 11(Fri.), 2022

Order deadline

Our sales representative gives you the application form of the order and email address for submitting.
Please submit the form to our sales representative by the deadline.

Preparation of public notices

Please submit the session registration form to the event office along with the information of the speaker, title of the session, and your company logo data, which is also relevant to the event notice.

Early Apr.

Event notice start

The event office opens an event notice website to attract visitors.
At the same time, we start pre-registration for those who wish to attend the event.

Event Preparation

In preparation for the event, **please submit handouts, session survey questions for the audience, and lecture data in the case of on-demand session to the event office**. We also send you the reporting site information at least 2 business days prior to the event.

May 23(Mon.), 2022 – May 26(Thu.), 2022

Event Opening

The event begins live. If you wish to give a live presentation, please arrive at our studio reception by the time announced by the event office. During the event, **you can also check the number of viewers in real time on the reporting site.**

Closing of the event and after

Event Close

A list of registrants is to be provided within 3 to 5 business days after the event.
Archived sessions can be accessed for 1-2 weeks after the event. *Tentative
Event report will be provided separately by a sales representative after tabulation.

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

APPENDIX

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ITmedia DX Summit »» **Live Screen**

Image of Session Screen

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.

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.

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.

ITmedia DX Summit ›› Report

Real-time audience trends of your sessions can be checked on the event report site.
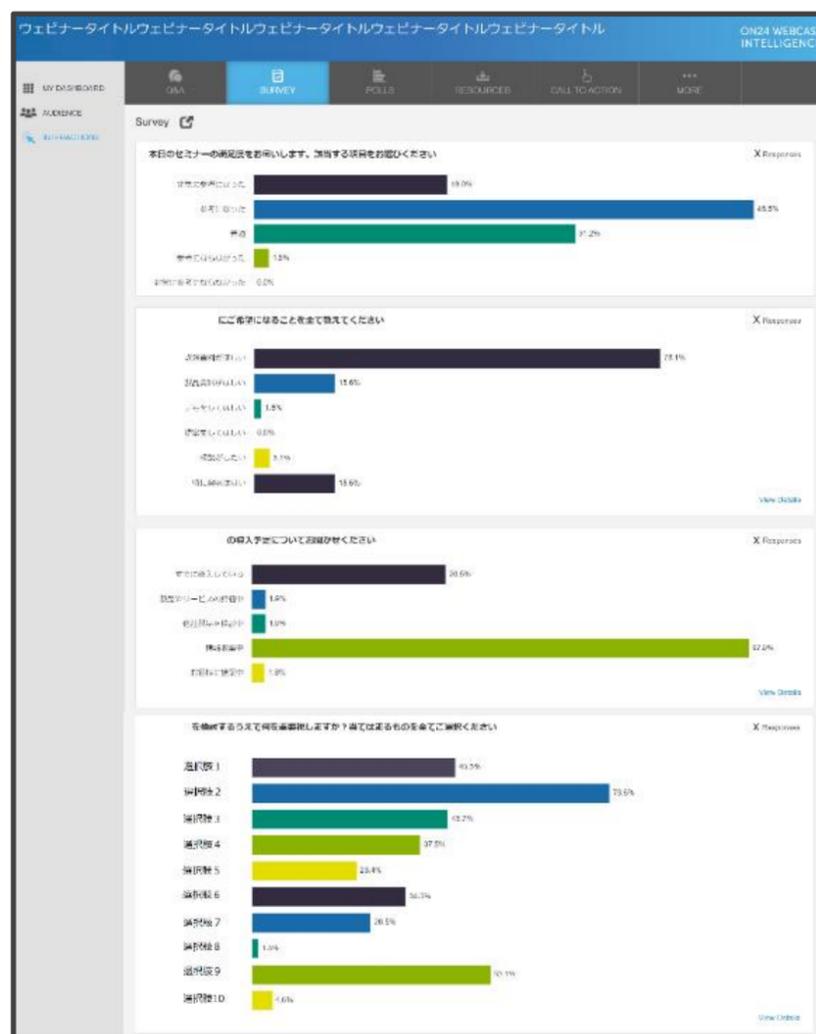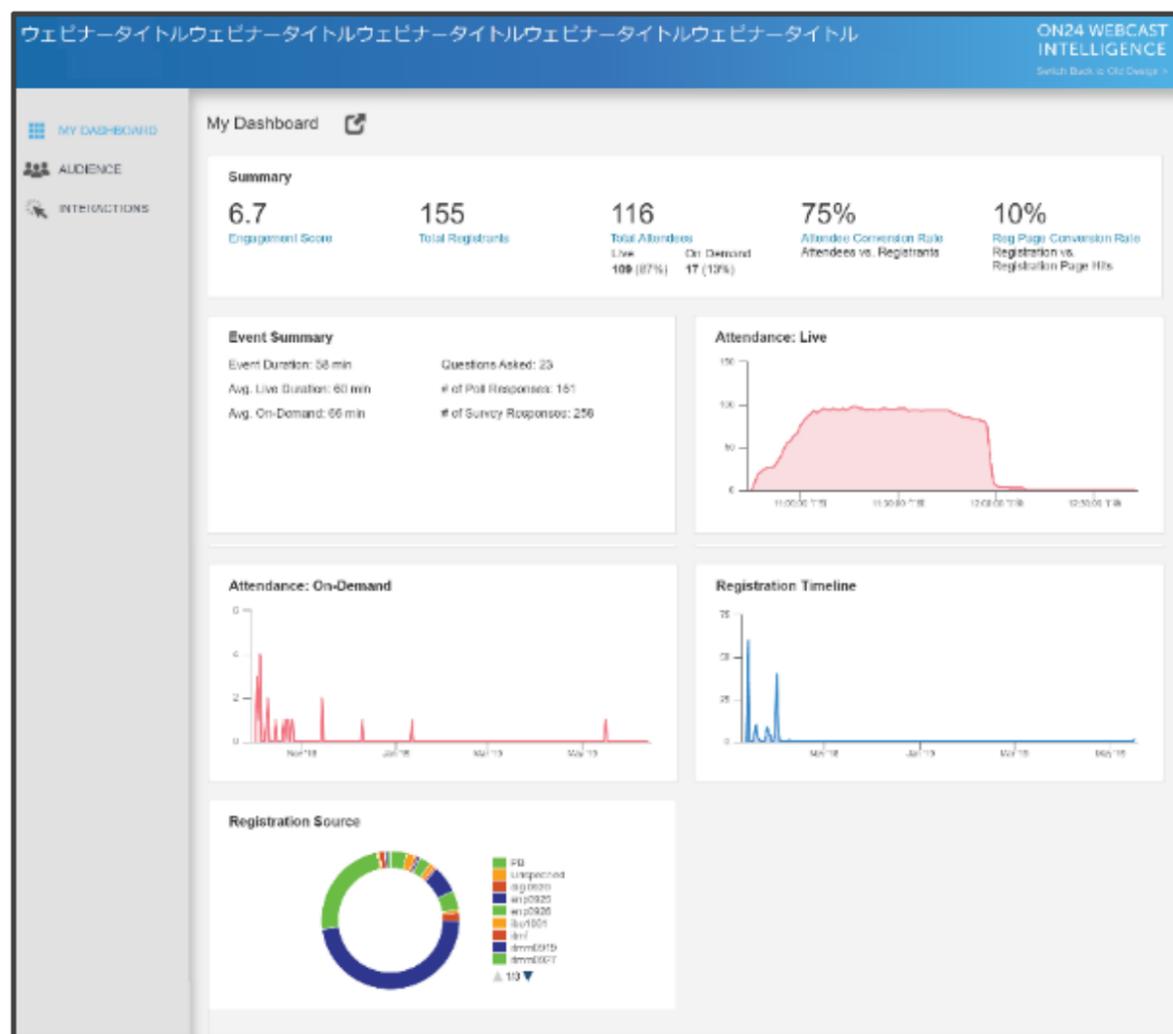
Items included in the online report

✓ Audience profile
- Registered items
  - Name
  - Job title
  - Company
  - Employee size
  - Business industry
  - Job function
- OS
- Browser

✓ Number of viewers of the session
✓ Changes in the number of viewers
✓ Average viewing time
✓ Activity history including Q&A, document downloads, etc.

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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