



Digital Business Days

2023 Spring

Date: May 15 (Mon.), 2023 – May 18 (Thu.), 2023

Order deadline: March 1 (Wed.), 2023

Produced by  

Overview

Name

Digital Business Days Webinar 2023 Spring

Organizer

ITmediaビジネス
ONLINE

Date

May 15 (Mon.), 2023 – May 18 (Thu.), 2023

Order deadline

March 1 (Wed.), 2023

Style

Collective online seminar

How to view

Free registration required

Number of visitors

Estimated 500

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 Business Online and their related media

Operation

ITmedia seminar operation office

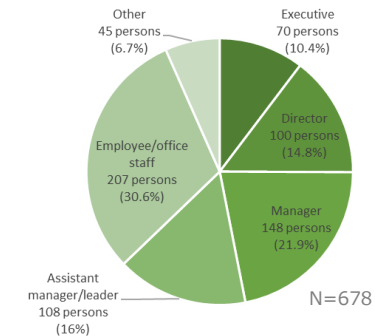
Past events

■ Digital Business Days 2022 Fall -Webinar-

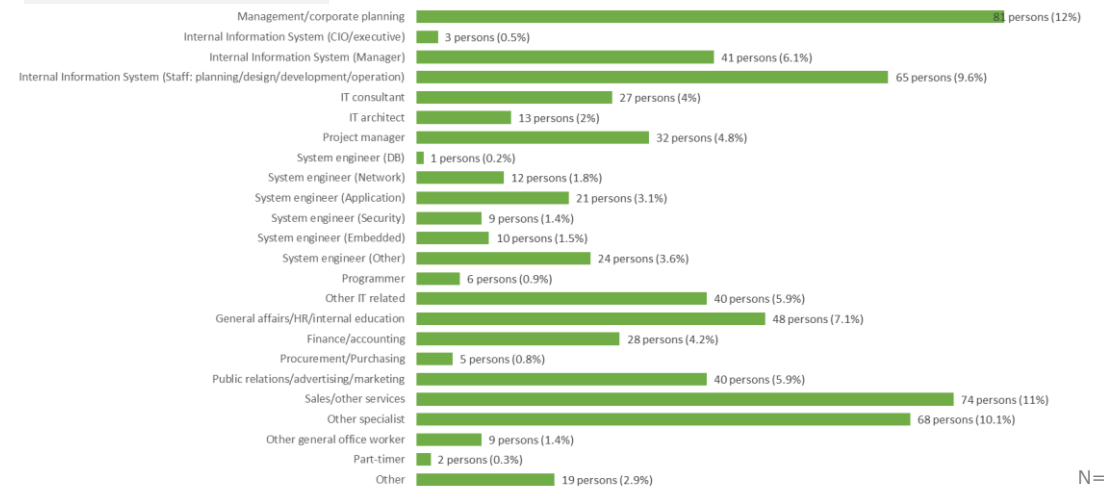
Date: Nov. 15 (Tue.), 2022 – Nov. 17 (Thu.), 2022

Number of registrants: 678 persons

Registrants by title



Registrants by job function



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.



Communication

Communication to enhance team strength

The essence of business is communication. Collaboration within an organization, interaction with customers, dialogue with users, and participation in society - all of these connections create "corporate value." As the way we work changes, communication needs to evolve even further. As the place of work is no longer tied to the office, it has become more difficult to gain a clear view of the organization. The search continues for ways to communicate work content, share know-how, and collaborate with other departments in order to achieve results. Fortunately, the future is bright. The expansion of digitalization will support communication. In this zone, we will explain how to deal with such communication and the key points of tool utilization.

Keywords:
Chat tools, groupware, web conferencing tools, cloud storage, attendance management, remote access tools, knowledge sharing, virtual offices, security measures



Sales

Creating a sales organization that sells through sales enablement

Sales enablement," which aims to strengthen and optimize sales organizations in order to achieve results over the medium and long term, is attracting attention. What is needed to change from an individual sales force that relies on intuition and experience to a system in which the entire organization continues to produce results? Many companies may feel that they are facing challenges but have yet to take the initiative in organizational reform. By making full use of data and technology, the skills of high performers can be visualized. This know-how should be shared throughout the organization and follow-up with new hires. How should the organization allocate human resources and promote growth? We ask the experts what you need to do now to achieve a non-personnel-oriented sales organization.

Keywords:
SFA, CRM, ABM, MA, BI tools, customer management, online negotiations, inside sales, sales enablement



Customer success

Customer success is the key to strengthening customer contact

Along with DX, "CX" is now often heard. CX, which means "customer experience value," is now attracting attention as a keyword that reaffirms the importance of taking the "customer's point of view" in today's world, where people have long since shifted from product consumption to service consumption. In this context, a rapidly growing number of companies are adopting the "customer success" approach to create successful customer experiences with the aim of improving CX. Many companies are now moving to strengthen their competitiveness. In the future, business will not end after the sale, but will be won by staying close to the customer, providing the right service at the right time, and creating loyal customers. What are good examples of customer success and concrete measures? We ask the experts.

Keywords:
MA, CRM, NPS, Chatbots, Lifecycle management, Content management, CX, Customer Success, Customer-driven, Loyal Customers

	DAY1 Communication to enhance team strength	DAY2 Creating a sales organization that sells through sales enablement	DAY3 Customer success is the key to strengthening customer contact	DAY4 Dedicated zone
13:00-13:40	Keynote Session 1-1	Keynote Session 2-1	Keynote Session 3-1	Keynote Session 4-1
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
15:10-15:40	Sponsored Session 1-3	Sponsored Session 2-3	Sponsored Session 3-3	
15:50-16:20	Sponsored Session 1-4	Sponsored Session 2-4	Sponsored Session 3-4	▼Time for each session ・Keynote session: 40 min. ・Sponsored session: 30 min.

※The above timetable may change.

Special offer limited to 1 company

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

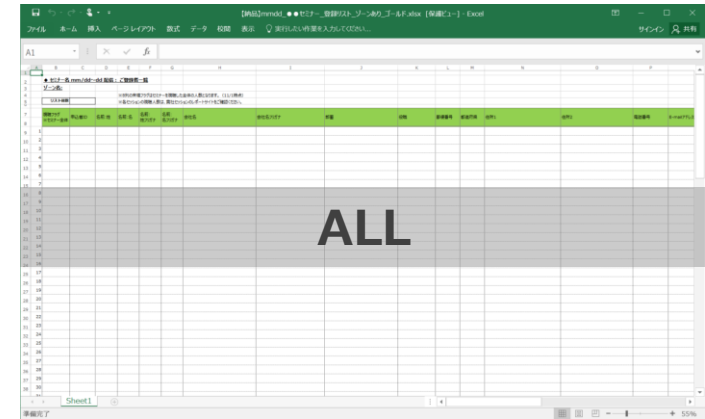
During the session, sponsor can insert their original questionnaire.
The response format can be any combination of single, multiple, and open-ended responses.



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.



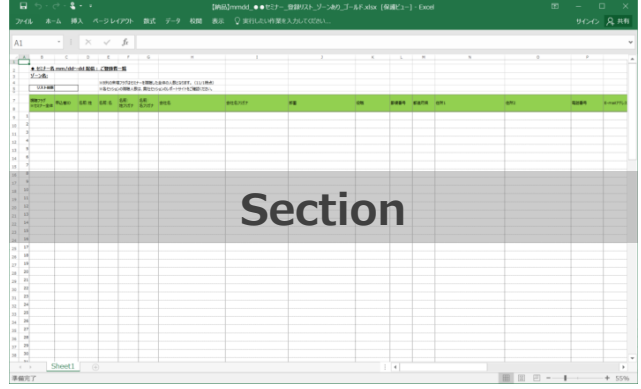
Diamond	Platinum	Gold
All list	Section list	

※ 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

All list

Section list

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.

- ▼ **Items in online report**
- ✓ Viewer information
 - Registered items
 - Personal name
 - Title
 - Company name
 - Company size
 - Industry
 - Job function
 - ✓ Number of session viewers
 - ✓ Number of viewers by time
 - ✓ Average viewing time
 - ✓ Action history of Q&A, document downloads, etc.

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

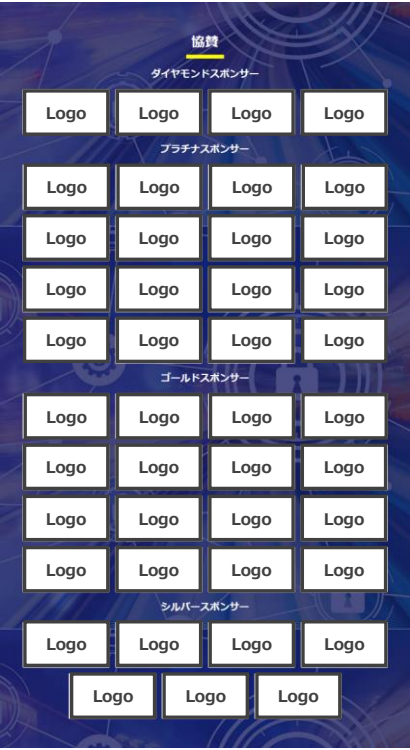
Gold

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.

Sponsorship plans	Diamond (Limited to 2 companies)	Platinum	Gold	All list	Section list
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 500	Not Available	●	Not Available	●	Not Available
Lead generation (registrants/attendees personal data of the sponsored section)	Estimated 200 ※ Additional option available	Not Available	Estimated 250	Not Available	Estimated 250
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 sponsorship applications are received after the application deadline, there is a possibility that the number of applicants for each plan will not reach the expected number of visitors.
*If there are less than 4 session sponsors, the event will not be held.
*The program will be changed accordingly depending on the number of sponsors.

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

LIVE session recording data provision

When you apply for a plan with a session and **you take live speaking at the event**, we will provide **the recording data of your LIVE session in mp4 format.**

*No data editing, the data will be as it was at the time of streaming.

JPY 50,000

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

You can change from Leads of Diamond Plan to the list of all of the registrants/attendees. You can get more leads with a list of all of the event registrants, not only your dedicated zone viewers.

*Expected number of additional listings: 300

JPY 1,000,000

(All prices are excluding consumption tax.)

**Need more leads
who've seen our
content!**

**Lead generation
using session
video**

Reuse your seminar videos and related product materials on TechTarget Japan/Keyman's Net. We will use your prepared content as is, allowing you to continue lead generation after the seminar with guaranteed attributes and lead counts.

**JPY
300,000**

Details: <http://go.itmedia.co.jp/l/291242/2022-09-02/2bfy1tr>

**Need more
understanding
of our services!**

**Event report article
+
PDF content
creation**

We produce an article advertisement of your session as an "Event Report" and publish it on ITmedia Business Online with guaranteed PV to generate awareness. In addition, we deliver the article in PDF format (WP: White Paper), which can be used as nurturing content for your company.

**JPY
1,000,000**

*This menu is to summarize the main points while watching live/on-demand streaming, recorded data, etc. No additional interviews will be conducted.

Details: <http://go.itmedia.co.jp/l/291242/2022-09-12/2bjgzv>

**Need nurturing
for acquired
leads!**

**Follow-up
seminar**

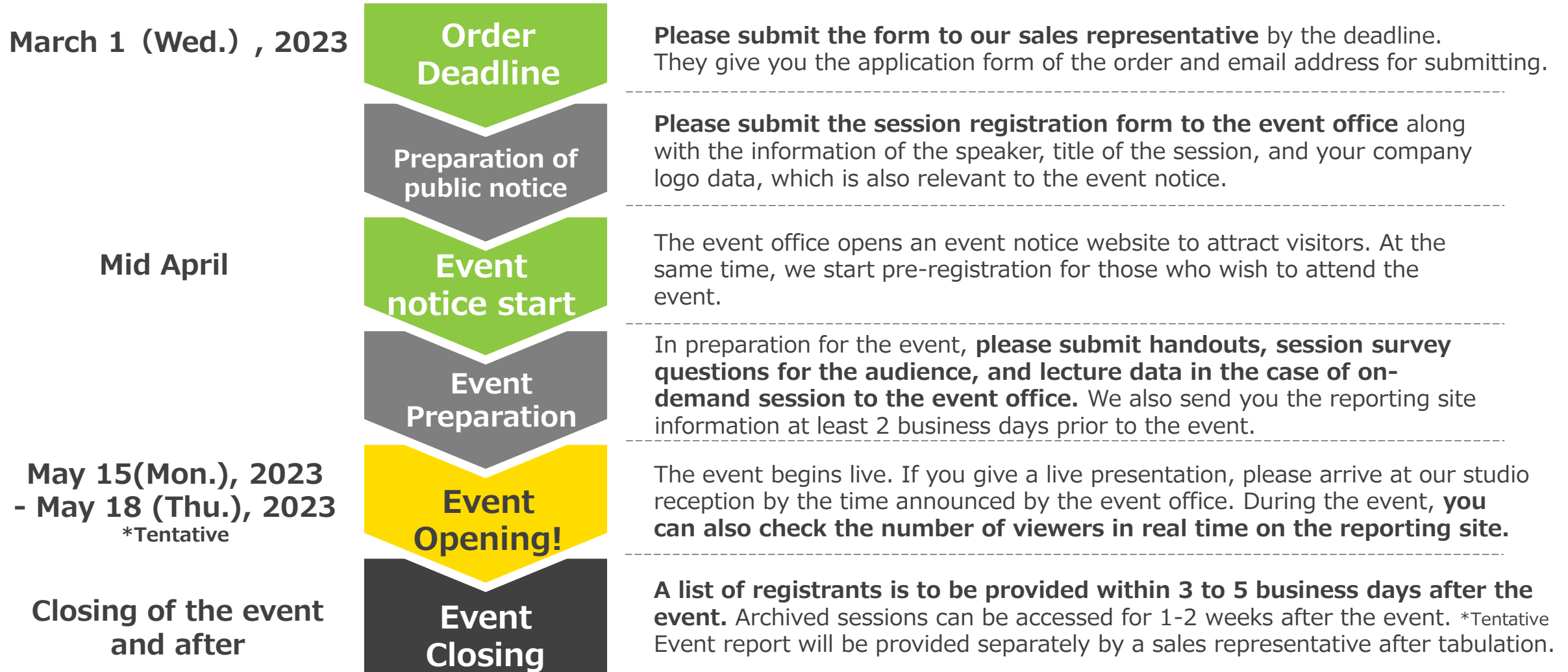
ITmedia's editorial team will plan a seminar that combines your company's message with the interests of your readers. ITmedia will support you from the proposal and assignment of lecturers to audience creation (60 people) and broadcasting. Panel discussions with the editorial team and keynote speakers are also available upon request.

~~JPY 1,450,000~~

**JPY
2,300,000**

Details: <http://go.itmedia.co.jp/l/291242/2022-01-30/281s4xh>

(All prices are excluding consumption tax.)



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

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.

ITmediaビジネス
O N L i N E

ITmedia
NEWS

ITmedia Inc.
Sales Division

12/13F Kioicho Building 3-12, Kioicho, Chiyoda-ku, Tokyo 102-0094 Japan

MAIL : sales@ml.itmedia.co.jp