



ITmedia Inc.



Organized by MONOist

[Collective Live Web Seminar] Supply Chain Revolution - Supply Chain Resilience for the After-COVID19 -

Date: Late November, 2021

Pre-registrants: Estimated 300

Visitors: Estimated 180

Order Deadline: September 10(Fri.), 2021

ITmedia Inc.
Sales Department

The supply chain, which is the foundation of the manufacturing industry, is being further upgraded with digital technology.

In particular, overseas advanced companies are accelerating their efforts to use digital supply chain transformation as a weapon to increase their corporate competitiveness, as represented by terms such as "digital twinning of the supply chain" and "digital supply chain planning."

On the other hand, the supply chain is still in a state of disarray due to the effects of the Corona disaster and the surge in demand for after-COVID19.

We are facing a number of challenges, including price hikes due to shortages of semiconductors, lumber, copper, resin, and other materials, and the resulting disruptions in procurement and logistics.

In order to cope with such a situation, it is necessary to have a precise and flexible supply chain management that can respond to "signs" based on such information, including on-site information from manufacturing and distribution sites.

In order to achieve this, the use of digital technologies including IoT and AI will be essential.

The resilience of the supply chain will become more important in the after-COVID19 era.

In this seminar, we will address the issues that have hindered the digitalization of Japan's manufacturing industry, review the existing supply chain with an emphasis on resilience, promote DX, and help solve the supply chain issues faced by the manufacturing industry.

Title: Supply Chain Revolution
- Supply Chain Resilience for the After-COVID19 -

Style: Collective Live Web Seminar (Online Event)

Date: Late November, 2021 (Duration: 5 or 6 Days*¹)

Pre-registrants: Estimated 300

Visitors: Estimated 180*²

Entree Fee: Free

Organizer: ITmedia Inc. (MONOist Editorial Team)

Assumed Visitors: Procurement and logistics departments of manufacturing companies, and manufacturing-related professions.

Promotion Media: MONOist

*1 The duration of the event includes the archived web seminar broadcasting period. Saturday and Sunday may be included.

*2 This is the total number of unique visitors during the event period.

Theme: Supply Chain Revolution through Digitalization

Keywords:

- Resilience of the Supply Chain
- Visualization of the Supply Chain
- Risk Management in Supply Chain
- Demand Forecasting
- Demand and Supply Gap Control
- BCP (Business Continuity Plan)
- Logistics 4.0
- Logistics Optimization
- Field Service

Expected Lecturers

Persons who can show examples or user companies that are working on supply chain management using digital tools.



Assumed Visitors

People in procurement and logistics departments of manufacturing companies, people involved in manufacturing, executives in the manufacturing industry, and logistics and retail industry.

Attracting audience through specialized media for the manufacturing industry with approximately 2.9M Page Views/1.13M Unique Browsers per month

Audience Creation

Traffic Driving from MONOist Website or its E-newsletters



Registration

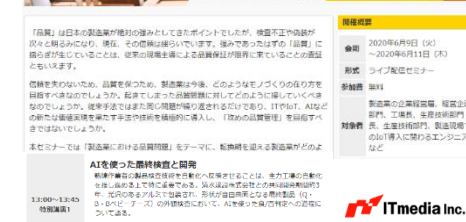
Registration Page



Image of the Registration Page

Seminar Opening

Supply Chain Revolution



All sessions will be streamed live on Day 1 and Day 2, and archived on Day 3 or later.

Time	Day 1 (Live Web Seminar)	Day 2 (Live Web Seminar)	Day 3 or later (Archived Web Seminar)
13:00 13:40	Keynote Session 1	Keynote Session 2	All sessions are broadcasted as archived web seminars.
13:50 14:20	Sponsored Session 1	Sponsored Session 3	
14:30 15:00	Sponsored Session 2	Sponsored Session 4	

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

Event Page Image

製造業×品質、転換期を迎えるモノづくりの在り方
～現場での先進データ活用が「品質」に何をもたらすか～

主催：MONOist編集部
2020年6月9日(火)～11日(木) ライブ配信セミナー 無料

開催概要

【企画】 2020年6月9日(火)～2020年6月11日(木)
【形式】 ライブ配信セミナー
【参加費】 無料
【対象者】 製造業の企業経営者、経営企画部門、工場長、生産技術部門長、生産技術部門、製造現場でのIoT導入に関わるエンジニアなど

「品質」は日本の製造業が絶対の強みとしてきたポイントでしたが、検査不正や偽装が次々と明るみになり、現在、その信頼は揺らいでいます。強みであったはずの「品質」に陥らざるを得ないことは、従来の現場主導による品質保証が限界にきていることの露見ともいえます。

信頼を失わないため、品質を保つため、製造業は今後、どのようなモノづくりの在り方を目指すべきなのでしょう。配てしまった品質課題に対してどのように採り組んでいくべきなのでしょう。従来の手法ではまた同じ問題が繰り返されるだけであり、ITやIoT、AIなどの新たな価値実現を促す手法や技術を積極的に導入し、「次の品質管理」を目指すべきではないでしょうか。

本セミナーでは「製造業における品質課題」をテーマに、転換期を迎える製造業がどのようなAIを使った最終検査と開発

13:00～13:45 特別講演1

AIを使った最終検査と開発

製造業の製品検査技術を自動化へ発展させることは、主力工場の自動化を推し進める上で特に重要である。清水建設株式会社との共同開発期間約3年、光沢のあるアルミで包まれ、形状が自由曲線となる最終製品（Q・B・Bペーパー）の外観検査において、AIを使った良/否判定への進捗について語る。

六甲パター株式会社
生産本部 神戸工場製造課 室長
小泉 忠 氏

13:50～14:25 セッション1

品質向上のためのソリューションとは

製造設計・開発、生産、保守サービスなどの現場では日々膨大なデータが存在しており、様々なデータの品質を向上させ、効率的に活用することが課題となっています。現場で蓄積されるデータの活用から可視化、分析、洞察までを提供するQ&Aのソリューションと品質管理の現場のQ&A活用事例について紹介します。

クリックチェック・ジャパン株式会社
ソリューション技術部
シニア・ソリューション・アーキテクト

ITmedia Inc.



Image of Live Web Seminar

Projected Material

EDN Japan 主催
【集合型 Live セミナー】
小型化、低消費電力への対応は？
“次世代デバイスのための電源”

開催予定：2020年6月上旬
事前申込：約250名想定
定価：約150名想定
申込締切：2020年4月3日（金）

Speaker video or photo

アイティメディア株式会社
営業本部
TEL: 03-6893-2247
Mail: sales@edn.jp
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The text chat function can be used to respond to Q&A, conduct surveys, and distribute materials.

Surveys will be collected by guiding the audience to the survey URL when they leave the session. Catalogs and other materials will be sent via thank you email.
※ They are not placed on the session viewing screen.

Contents	Session Sponsorship	Lost Sponsorship
Sponsored Session 30-minutes session is provided in the seminar. During the event, archives will be broadcasted to registered attendees.	✓ Live + Archived broadcasting	Not Available
Questionnaire by Sponsor Surveys will be collected by guiding the participants to the survey URL when they leave the sponsored session.	✓	Not Available
Lead Generation (All of the Registrants / Attendees Personal Data) 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.	✓ Estimated 300 leads	✓ Estimated 300 leads
Lead Generation (Personal Data of Your Session Viewers) 自セッションの視聴者の名刺情報を確認できます。	✓	Not Available
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 Download URLs will be provided to seminar participants on the viewing screen or in a thank you email. Up to 3 catalog materials can be provided. (In addition to the 3 items, projected materials can also be distributed.)	✓	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. ※Depending on the number of sponsor companies, this seminar may be cancelled. Your understanding and order by deadline is very appreciated.	JPY 2,000,000 (Excluding Consumption Tax)	JPY 1,000,000 (Excluding Consumption Tax)
■ Option Plan (1): Advertorial of the Sponsored Session MONOist) Only when sponsors order Sponsorship with sessions, you can additionally order advertorial of the sponsored session with the special rate.		JPY 800,000- (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)

Order Deadline: September 10(Fri.), 2021

Q&A / Text Chatting

You can accept questions from viewers in real time.

※You can answer questions in the following 2 patterns.

1. Read out the questions received and answer them verbally. (*1)
2. Use Zoom's chat function to reply 1 to 1.



Poll

You can encourage people to poll in real time with "single answer" or "multiple answers". It can be used as an ice-breaker or to ask questions that must be asked. The results are immediately displayed and can be used as a topic during the session. (*2)

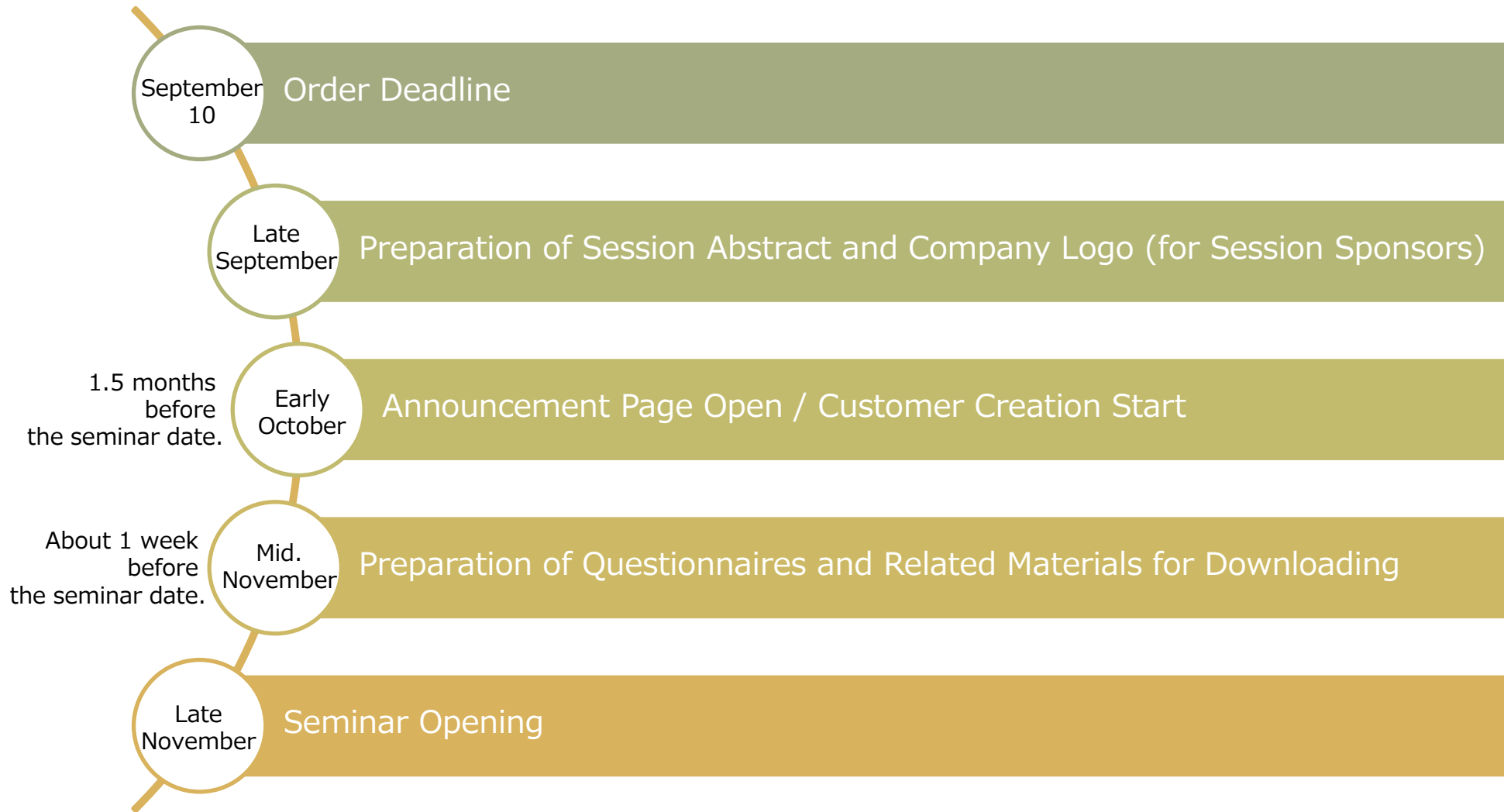
Poll Projection Image



Poll Result Display Image



- (*1) Verbal Q&A answers are only possible during live broadcasting.
- (*2) The aggregated results can only be displayed during live broadcasting.
- Q&A, text chatting and the results the POLL responses will be provided in a separate list of responses. 。



*Detailed schedules will be announced after the seminar date is fixed. Please see the schedule above as a rough indication.

Why don't you post an advertorial about your session and promote your products and solutions to those who could not attend the event?

Lite Package (2,000 Japanese Characters)

~~MONOist JPY 1,000,000-~~

⇒ Limited to the advertorial on this session, we offer:

MONOist + JPY 800,000-

● Content: 1 advertorial (1html), including interviewing, writing and insertion costs

● Term: 1 month

● Traffic Drivers

<MONOist>

EM ALL Side Link (1 month)

MONOist Top Page Link (1 month)

MONOist Link under Article (1 month)

EM Smartphone View Link (1 month)

● Sample of Session Advertorial in the Previous Event (Ref.)

Konica Minolta's Supply Chain Transformation: How to Respond to Increases/Decreases in Supply and Demand Due to the COVID19 Disaster

<https://monoist.atmarkit.co.jp/mn/articles/2102/24/news008.html>

Positions of Traffic Drivers

Top Page

Article Page



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



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