@IT atmarkIT

スケーラブルな能力を組織に
CLOUD NATIVE CENTRAL by @IT
クラウドネイティブセントラル

ITmedia エグゼクティブ
(ITmedia Executive)

ITmedia DX Summit

Cloud Native Week 2021 Winter

"Serious Challenge for the Cloud Natives" for General Companies with Existing Assets

[Collective Live Web Seminar]
Ver.1.0

Date: Mid. November, 2021

Registrants: Estimated 550

Order Deadline: September 17(Fri.), 2021

Purpose of the Seminar

As the digital shift progresses, "application development and operation" is becoming the key to business competitiveness. The ability to develop applications that can respond quickly to changes in the business environment and needs has become the biggest differentiating factor against the competitors. In this context, "cloud native" is attracting attention from many companies. However, for most, it is still a "word first," and the number of examples where it has been implemented as a means of monetization is still limited.

However, companies that use it as a means of monetization, such as developing applications with microservices architecture using CI/CD methods or running stateful applications on Kubernates, are steadily appearing among general companies with existing assets. The gap between these companies and those that remain "word first" is rapidly widening.

So, unlike some companies that have no ties to existing assets, what stance should general companies with existing assets that they have built up over the years take when embarking on cloud-native activities? **In this seminar, we will show you the realities of cloud-native in "companies with existing assets".**

Summary

■ Event Details

Date: Late November, 2021 (※Tentative)

Style: Collective Live Web Seminar (Online Event)

Number of Pre-Registrants: Estimated 550

Entree Fee: Free

Image of Web Seminar

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: @IT, ITmedia Executive and their related Information Technology media

Organizer: ITmedia Inc. (@IT and ITmedia Executive)
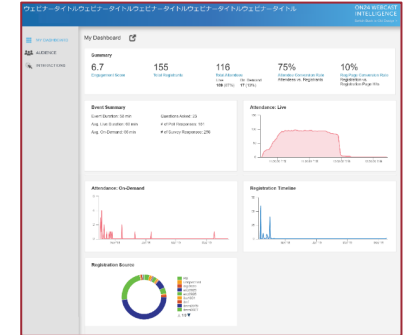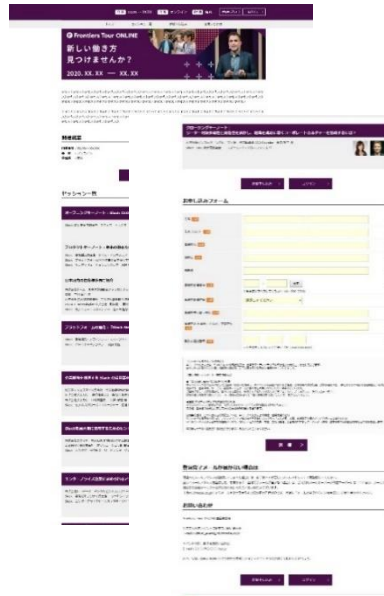
Operation: ITmedia Seminar Operation Office

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Outline of Live Web Seminar

Audience Creation	Registration	Live Web Seminar	Event Report

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.

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Screen Image of Live Web Seminar

▼**Entrance of seminar venue**　※The screenshots below are the past seminar's.

Event title / summary

Zone introduction

Session details

To session screen by clicking session list
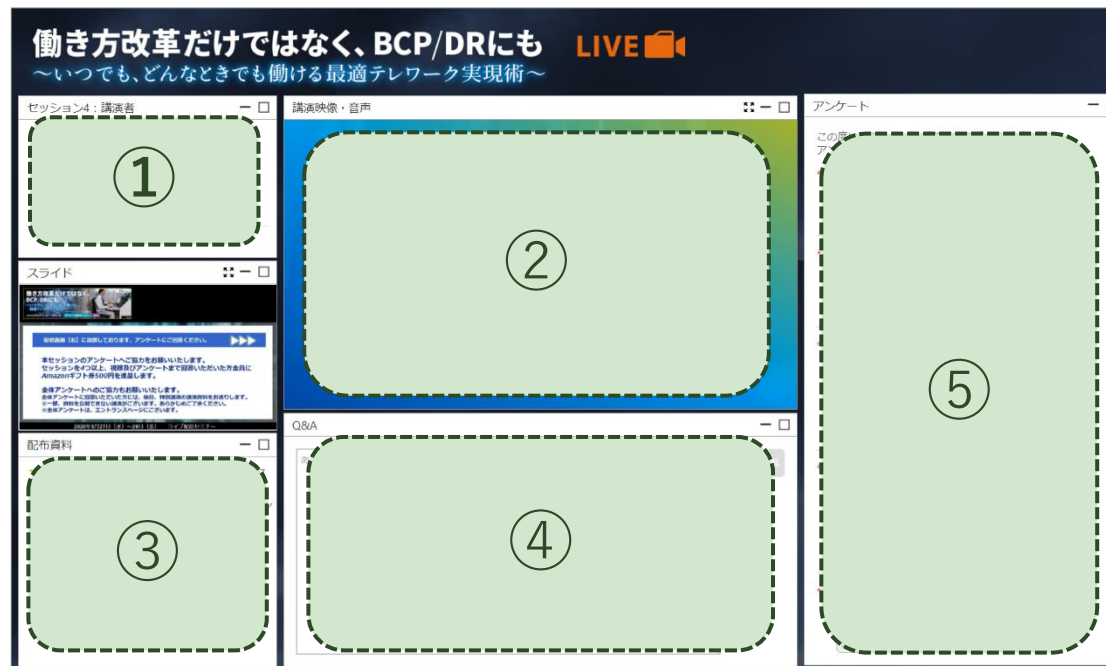
Live Web Seminar - Image of Session Screen

①**Introduction of the lecturer**

②**Projection materials**

⑤**Questionnaire (Displayed during the whole session.)**

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.）

③**Downloadable assets and related links**

④**Question submission form**

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).

Real-time Online Dashboard

Highly visible dashboard is provided with real-time information such as session registration status, viewing status, viewing time, influx route, and survey questions / results for each webinar.
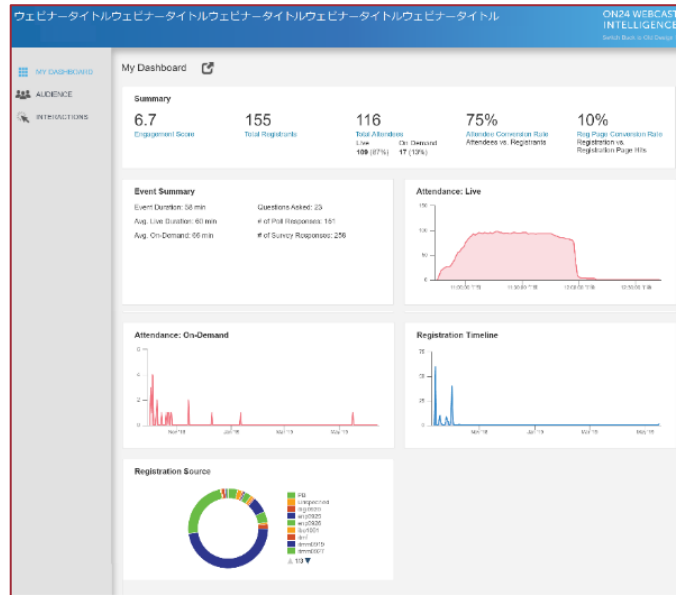
Online report items
• Registrant/viewer information (registration items, registration date and time, registration route, OS, browser, etc.)
• Changes in the number of people registered for live and on-demand services
• Live/on-demand viewership and average viewing time
• Maximum number of simultaneous live viewers and number of viewers
• Action history, including polls, Q&As and document downloads
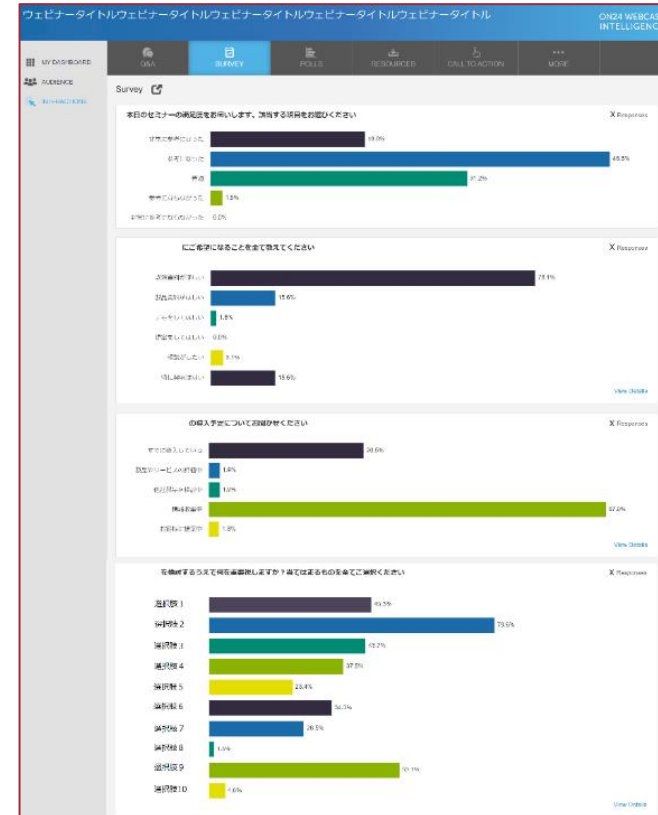
Live Web Seminar Schedule

Zone	Day 1 Executive Zone	Day 2 Development and Operation of Cloud Native Zone	Day 3 IT Infrastructure Zone	Day 4 Dedicated Zone
13:00 | 13:40	Keynote Session 1-1 (Live/40 min.)	Keynote Session 2-1 (Live/40 min.)	Keynote Session 3-1 (Live/40 min.)	Keynote Session 4-1 (Live/40 min.)
13:50 | 14:20	Sponsored Session 1-1 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 2-1 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 3-1 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 4-1 (Live/30 min.) Diamond Sponsor
14:30 | 15:00	Sponsored Session 1-2 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 2-2 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 3-2 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 4-2 (Live/30 min.) Diamond Sponsor
15:10 | 15:50	Keynote Session 1-2 (Live/40 min.)	Keynote Session 2-2 (Live/40 min.)	Keynote Session 3-2 (Live/40 min.)	Keynote Session 4-2 (Live/40 min.)
16:00 | 16:30	Sponsored Session 1-3 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 2-3 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 3-3 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 4-3 (Live/30 min.) Diamond Sponsor
16:40 | 17:10	Sponsored Session 1-4 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 2-4 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 3-4 (Live/30 min.) Platinum/Gold Sponsor	Sponsored Session 4-4 (Live/30 min.) Diamond Sponsor

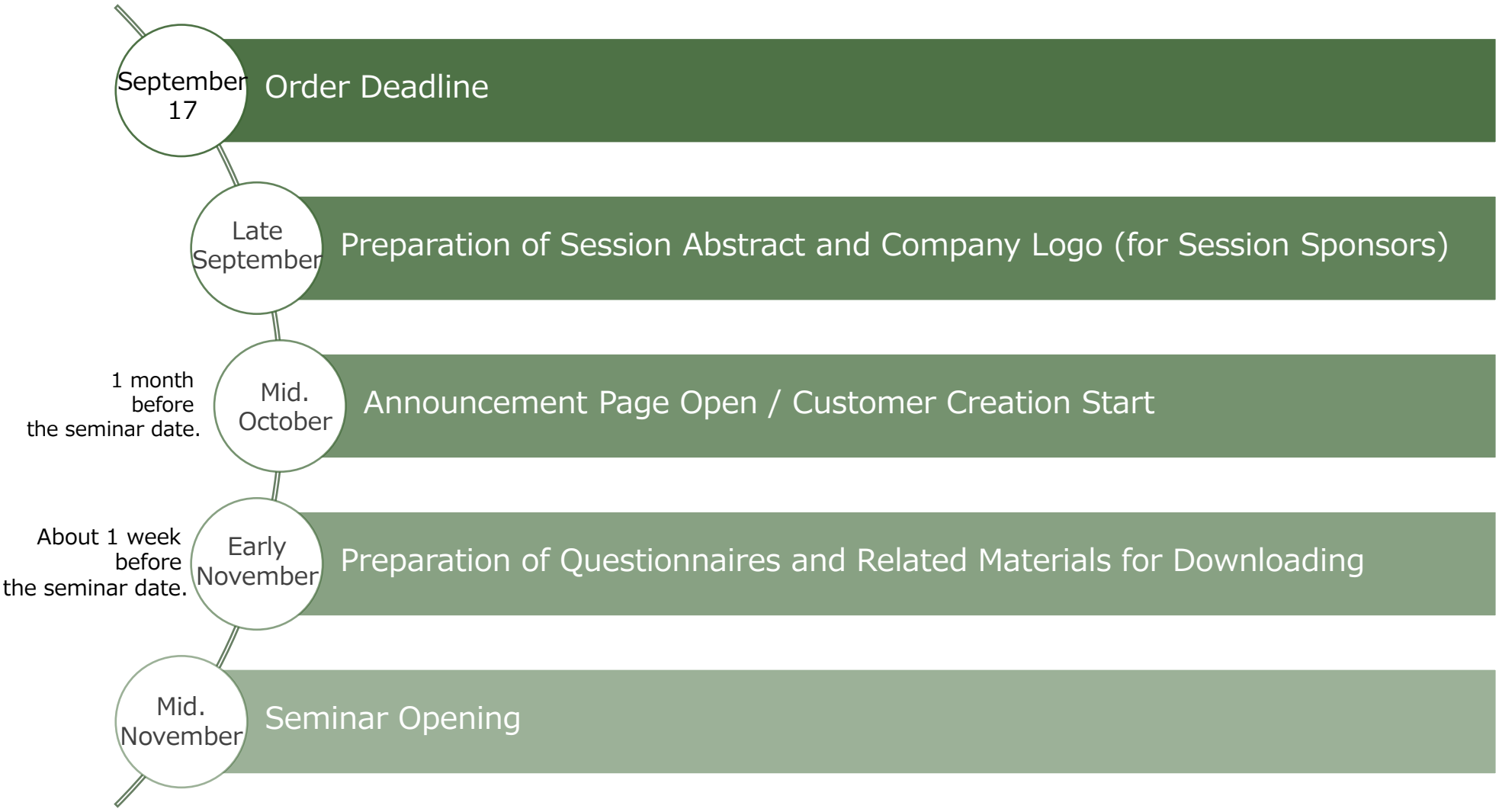・All sessions will be archived and broadcasted for pre-registrants after the seminar. (Scheduled for 2 weeks to 1 month)

・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

Contents	Diamond Sponsorship (Setting up dedicated Zones: 2 sponsors only)	Platinum Sponsorship	Gold Sponsorship	All List Sponsorship	Zone List Sponsorship
Sponsored Session 30-minutes session is provided in the seminar.	✓ (Guest + 2 sessions) **Live broadcast + Archive**	✓ **Live broadcast + Archive**	✓ **Live broadcast + Archive**	Not available	Not available
Questionnaire by Sponsor During the session, sponsor can insert their original questionnaire.	✓	✓	✓	Not available	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.	Not available	**Estimated 550 leads (All of the registrants)**	Not available	**Estimated 550 leads (All of the registrants)**	Not available
Lead Generation (Registrants / Attendees Personal Data of the Sponsored Zone) Registrants / attendees personal data of the sponsored Zone are provided as lead generation. The data includes personal name, company name, department name, title, telephone number, email address and so on. **※The list of people who select the Zone as their preferred viewing zone when pre-registering will be delivered to sponsors.**	✓	Not available	**Estimated 250 leads (Zone registrants)**	Not available	**Estimated 250 leads (Zone registrants)**
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.	✓	✓	✓	Not available	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 Sponsor can upload up to 3 related materials for audience to download. (Session presentation is not included in the materials. It is distributed to the respondents of sponsor questionnaire as incentive.)	✓	✓	✓	Not available	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 4, this seminar will be cancelled. Also, please note that the program will be changed accordingly depending on the number of sponsors.	**JPY 4,500,000-** (Excluding Consumption Tax)	**JPY 2,700,000-** (Excluding Consumption Tax)	**JPY 2,000,000-** (Excluding Consumption Tax)	**JPY 1,400,000-** (Excluding Consumption Tax)	**JPY 900,000-** (Excluding Consumption Tax)

■**Option Plan: 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)

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Schedule until the Seminar Opening

September 17 — Order Deadline

Late September — Preparation of Session Abstract and Company Logo (for Session Sponsors)

1 month before the seminar date.
Mid. October — Announcement Page Open / Customer Creation Start

About 1 week before the seminar date.
Early November — Preparation of Questionnaires and Related Materials for Downloading

Mid. November — 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