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ITmedia Executive Security Seminar 2022 Summer

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

ITmedia Executive Security Seminar 2022 Summer

Event overview

Name	ITmedia Executive Security Seminar 2022 Summer	How to view	Free registration required
Organizer		Number of pre-registrants	Estimated 200
Date	Jul. 26(Tue.), 2022※tentative	Assumed Viewers	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.
Order deadline	Apr. 28(Tue.), 2022	Announcement media	ITmedia Executive and their related media
Style	Collective online seminar ※ Online seminar platform may change.	Operation	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.

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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.

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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

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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.

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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.

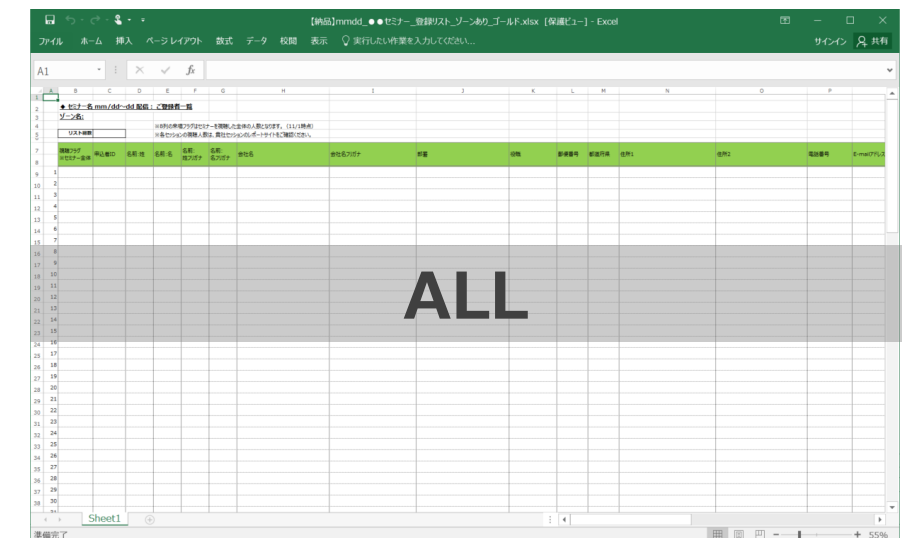


Session
plan

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

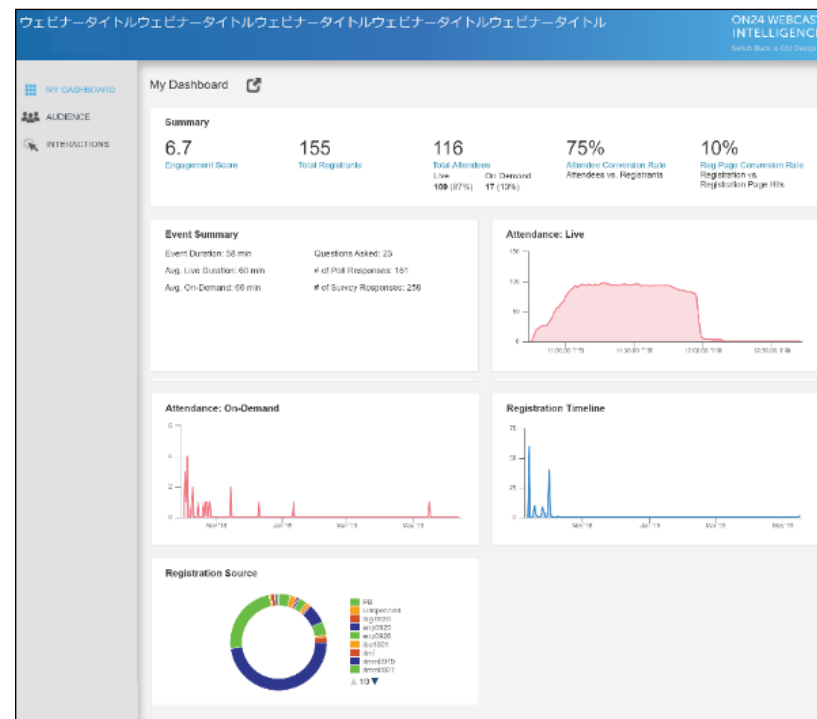
※ All images are visual references.

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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.)

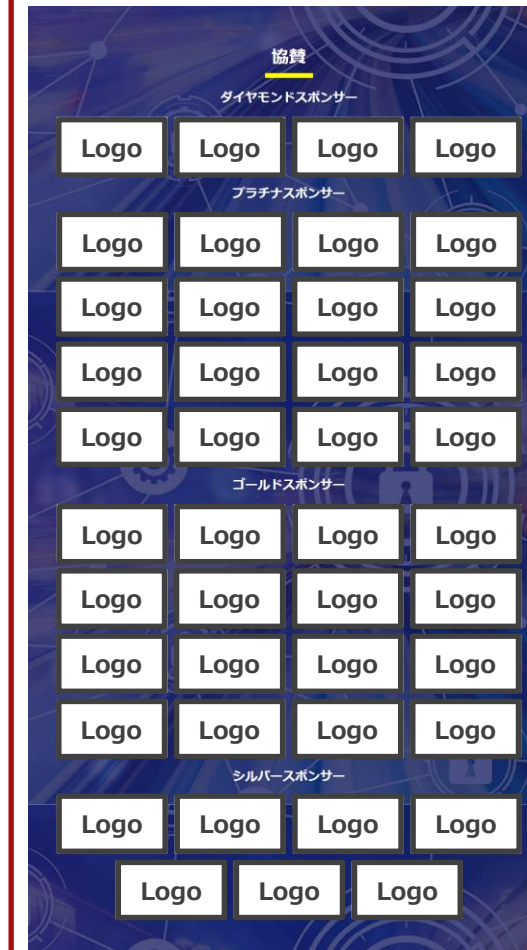
The screenshot shows a pre-questionnaire application form titled '参加申込' (Application). It contains various input fields for personal information such as name, company, position, and contact details. There are also dropdown menus for selecting product/service categories and checkboxes for consent. The form is designed to collect detailed information from potential attendees before the seminar.

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.

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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.

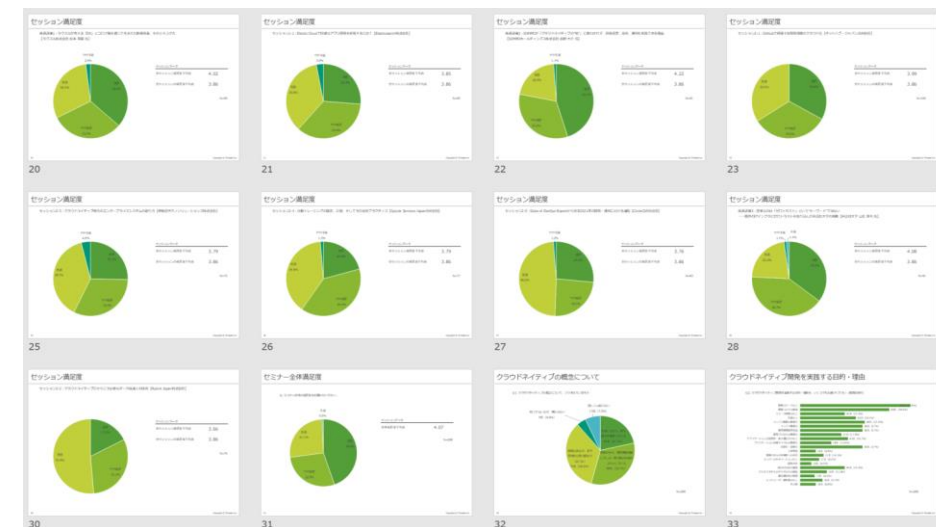


Session plan

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.

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

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

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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



Extracted persons who have interests



Price

JPY 1,500,000-

Guaranteed Page views

5,000 page views

Insertion term

Minimum 1 week to maximum 2 months
(Ends when guaranteed page views are reached.)

Specs

3,000-4,000 Japanese characters and 2-3
illustrations/photos

Provided Services

- 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.)

Media

ITmedia Executive

Sponsors only!

List price

~~JPY 1,700,000-~~

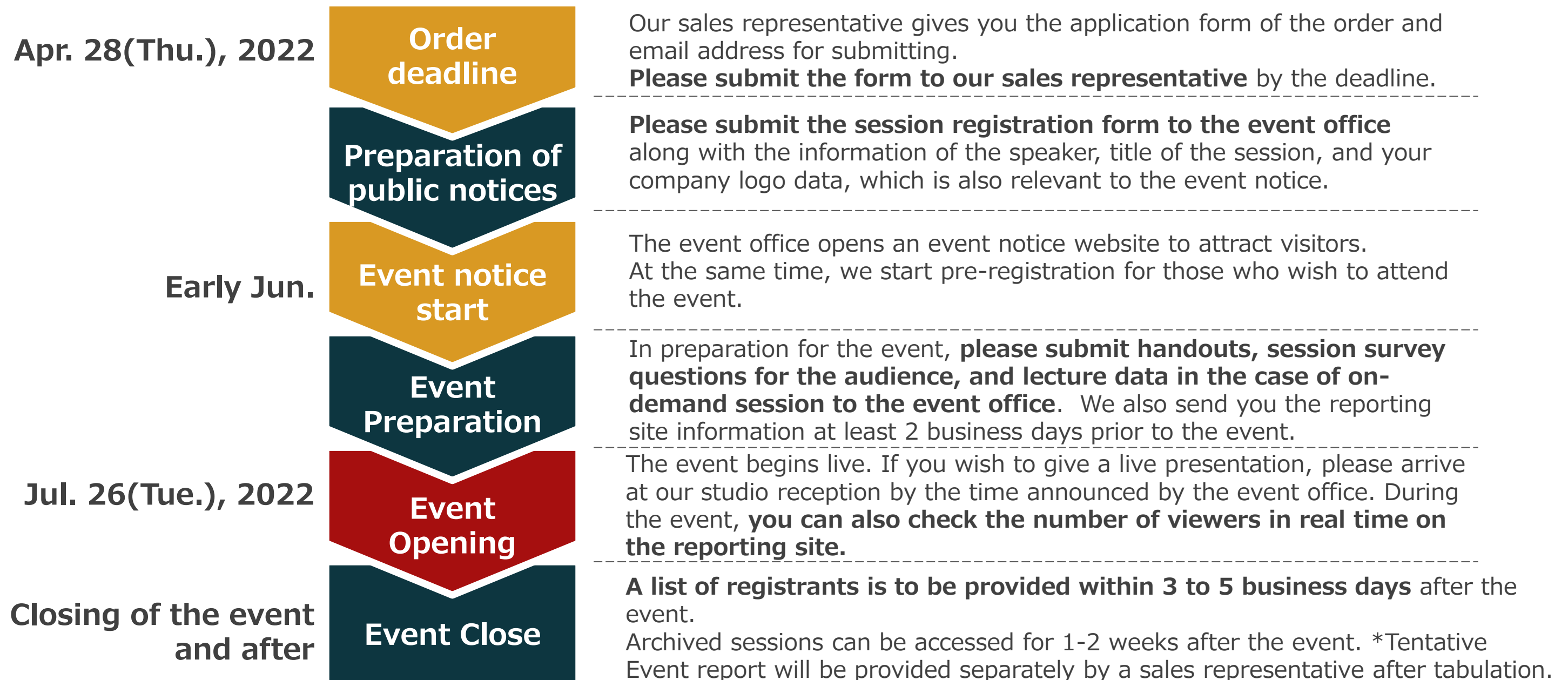
- ※The copyright of the produced advertorial belongs to ITmedia and the production staff (writers, photographers, etc.).
- ※If you wish to assign a celebrity or travel to a distant location for an interview, an additional fee will be charged.
- ※If the article is to be used in printed materials, a secondary 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

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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.



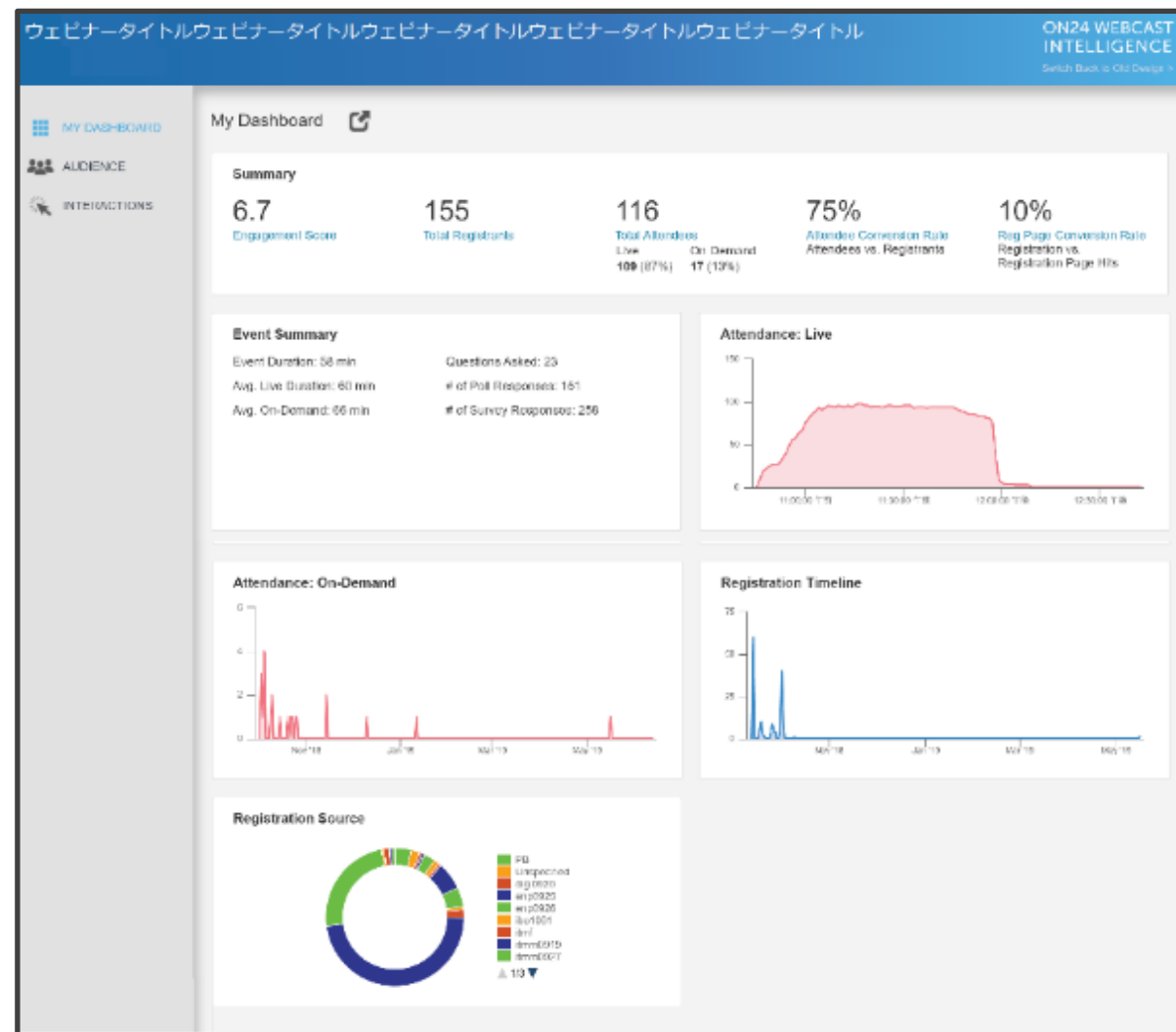
Lecture video

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.

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.

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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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