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Produced by





# Security Week 2022 Autumn

## Event overview

Name

ITmedia Security Week 2022 Autumn

Organizer



Date

Sept. 5(Mon.), 2022 – Sept. 12(Mon.), 2022

Order  
deadline

Jun. 17(Fri.), 2022

Style

Collective online seminar

How to view

Free registration required

Number of pre-  
registrants

Estimated 800

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, @IT and their related Information Technology media

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.

## Past events

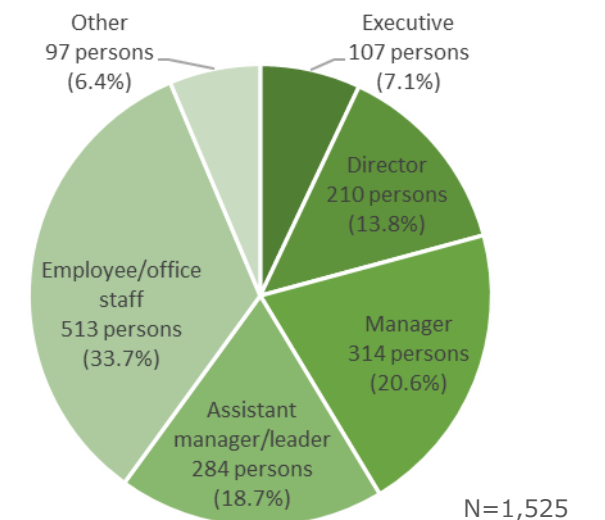
### ITmedia Security Week 2022 Spring

▼Date

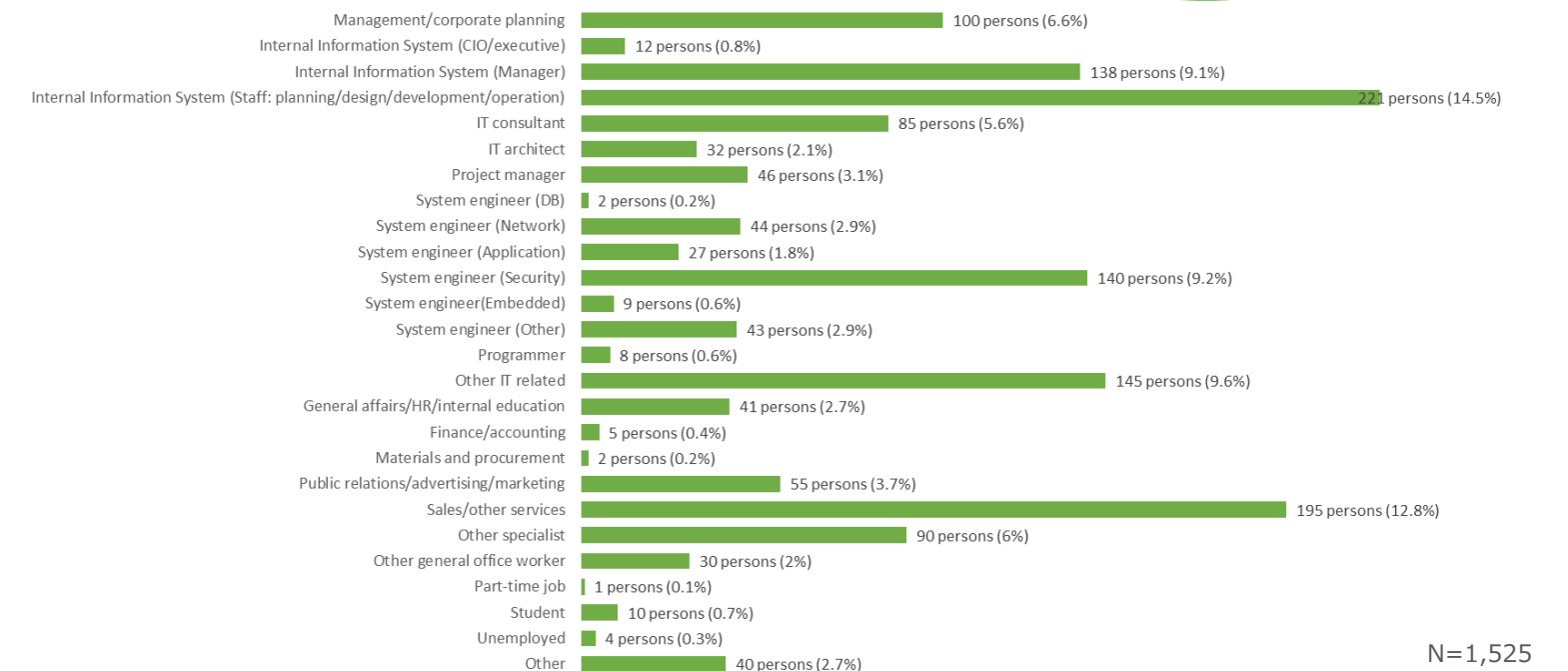
Feb. 28(Mon.), 2022  
– Mar. 7(Mon.), 2022

▼Number of registrants  
1,525 persons

Registrants title



Registrants industry





### COVID-19 Disaster and the New Cold War Escalate Cyber Attacks Fundamentals of Cybersecurity Countermeasures that Will Not Blur in the "New Normal"

#### Section1

#### Cybersecurity risk and management

Cybersecurity is becoming the biggest business risk. The threats continue to change, and it is not enough to simply install tools to protect against them. Here we will discuss security measures that are more practical and have a higher return on investment.

#### Section2

#### Security for the future

Here, with "new technology" and "new concept" as keywords, we aim not only to learn about new security mechanisms, but also to gain new perspectives and resolutions to protect systems by understanding the history and current status that led to these mechanisms.

#### Section3

#### Cloud & Zero Trust

Here, we aim to further enhance the company's IT currently underway by learning about the knowledge and solutions needed to implement security in the Cloud and Zero Trust areas without over- or underestimating the importance of security.

#### Section4

#### Endpoint countermeasures & information management

To protect your organization, it is important to know how to defend endpoints, which are the entry points into your organization for cyber criminals, and to define and protect information, which is the goal.

#### Section5

#### Emotet

With the increasing activity of the malware "Emotet", companies are required to take countermeasures. Here, we introduce countermeasures against Emotet and e-mail security measures that can be taken now for companies that "don't know where to start."





# Content



# Security Week 2022 Autumn

## ▶▶ Timetable

	Section1 Cybersecurity risk and management	Section2 Security for the future	Section3 Cloud & Zero Trust	Section4 Endpoint countermeasures & information management	Section5 Emotet	Dedicated zone
10:00 - 10:40	Morning session 1	Morning session 2	Morning session 3	Morning session 4	Morning session 5	Keynote session 6-1
10:50 - 11:20	Sponsored session 1-1	Sponsored session 2-1	Sponsored session 3-1	Sponsored session 4-1	Sponsored session 5-1	Sponsored session 6-1
11:30 - 12:00	Sponsored session 1-2	Sponsored session 2-1	Sponsored session 3-2	Sponsored session 4-2	Sponsored session 5-2	Sponsored session 6-2
	Break					
13:00 - 13:40	Keynote session 1-1	Keynote session 2-1	Keynote session 3-1	Keynote session 4-1	Keynote session 5-1	Keynote session 6-2
13:50 - 14:20	Sponsored session 1-3	Sponsored session 2-3	Sponsored session 3-3	Sponsored session 4-3	Sponsored session 5-3	Sponsored session 6-3
14:30 - 15:00	Sponsored session 1-4	Sponsored session 2-4	Sponsored session 3-4	Sponsored session 4-4	Sponsored session 5-4	Sponsored session 6-4
15:10 - 15:50	Keynote session 1-2	Keynote session 2-2	Keynote session 3-2	Keynote session 4-2	Keynote session 5-2	Keynote session 6-3
16:00 - 16:30	Sponsored session 1-5	Sponsored session 2-5	Sponsored session 3-5	Sponsored session 4-5	Sponsored session 5-5	Sponsored session 6-5
16:40 - 17:10	Sponsored session 1-6	Sponsored session 2-6	Sponsored session 3-6	Sponsored session 4-6	Sponsored session 5-6	Sponsored session 6-6

Time for each session: Morning session/Keynote session 40min., Sponsored session 30 min.

※ The above timetable may change.





# Sponsored Menu



## The following 5 sponsorship plans are available.

Special offer  
limited to 3  
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.



# Security Week 2022 Autumn

## Menu1

### 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**

Guest + 2 sessions

All list

**Platinum**

Section  
list

**Gold**

### 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**

All list

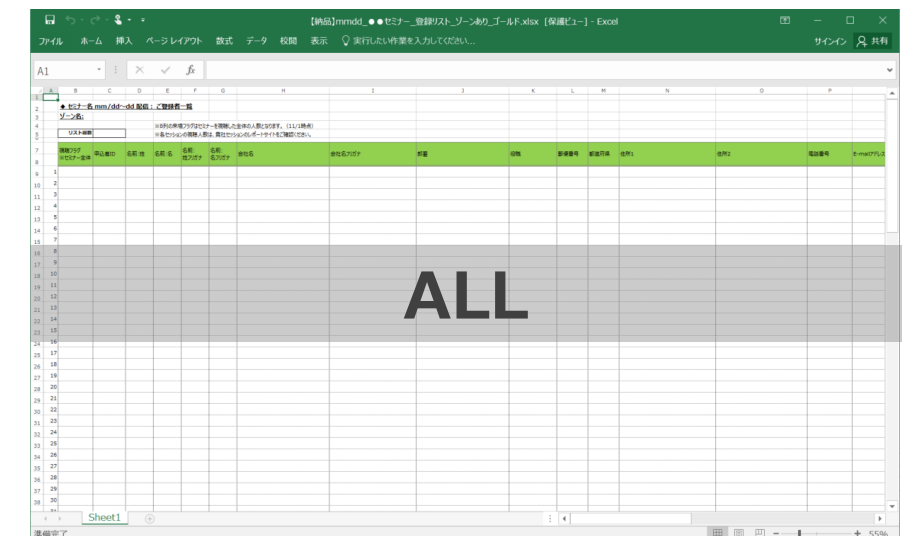
**Platinum**

Section  
list

**Gold**

### 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**

All list

**Platinum**

Section  
list

**Gold**

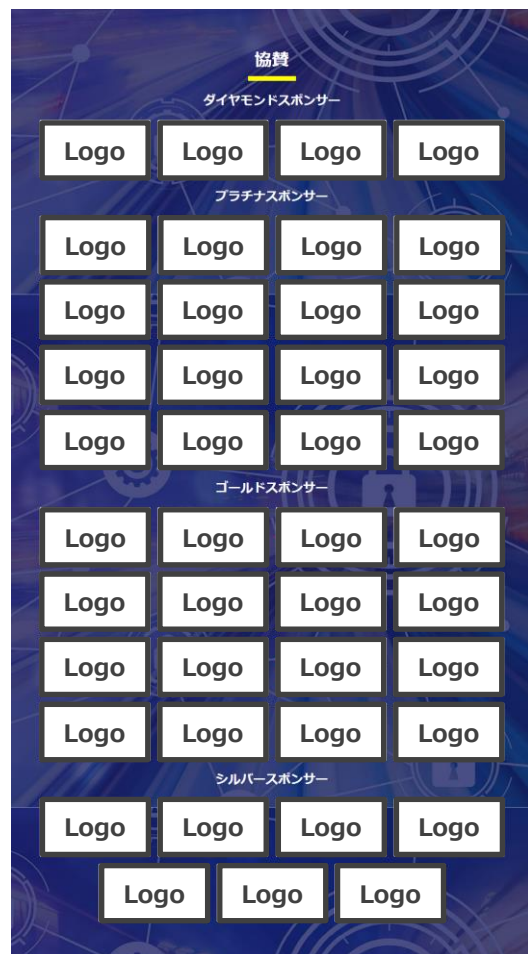
※ All images are visual references.



## ▶▶ Menu2



### 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



Sponsorship plans	Diamond (Limited to 3 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 800	—		—		—
Lead generation (registrants/attendees personal data of the sponsored section)	Estimated 300 ※ Additional option available	—	Estimated 350	—	Estimated 350
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 5,000,000	JPY 3,200,000	JPY 2,200,000	JPY 1,500,000	JPY 1,000,000

※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. )



**Diamond, Platinum, and Gold Plan Sponsors Only!**

## 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 Enterprise or @IT

**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.



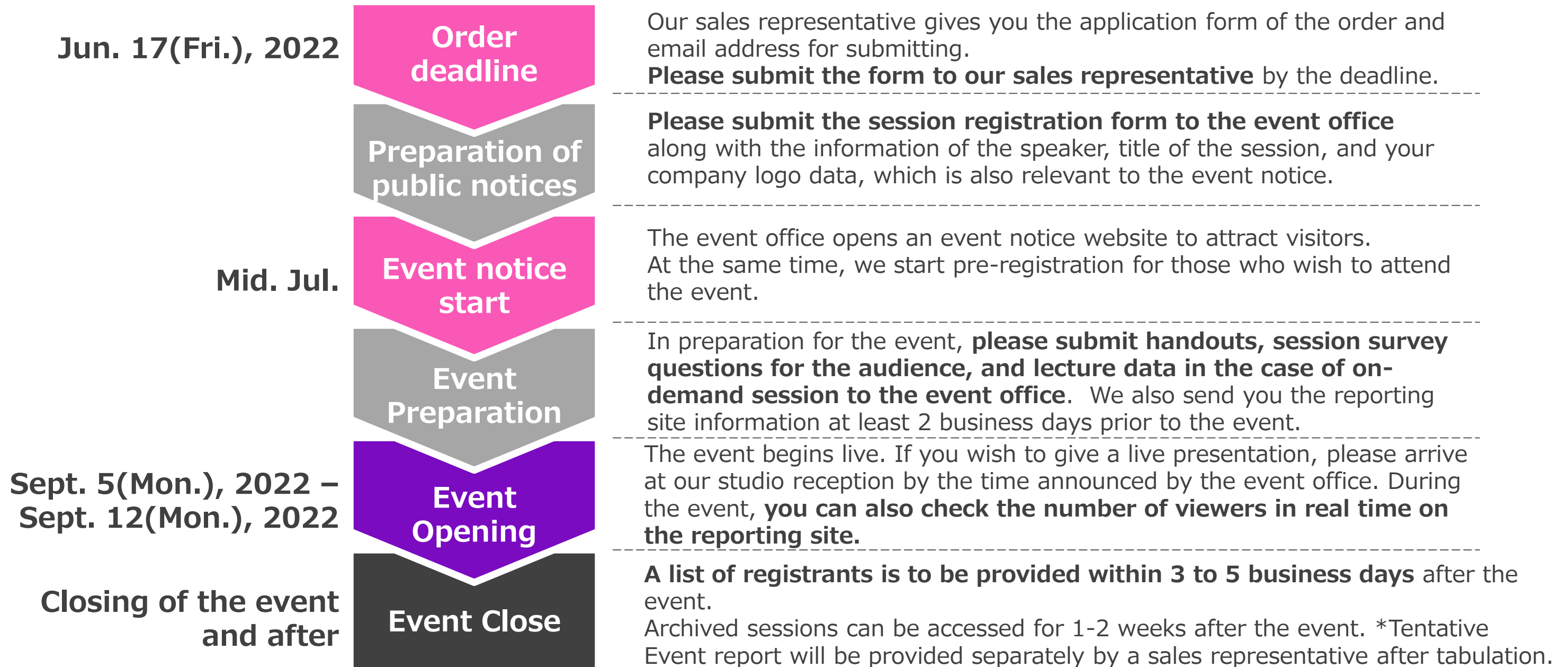


# Schedule



# Security Week 2022 Autumn

## 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



# Security Week 2022 Autumn

## 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.

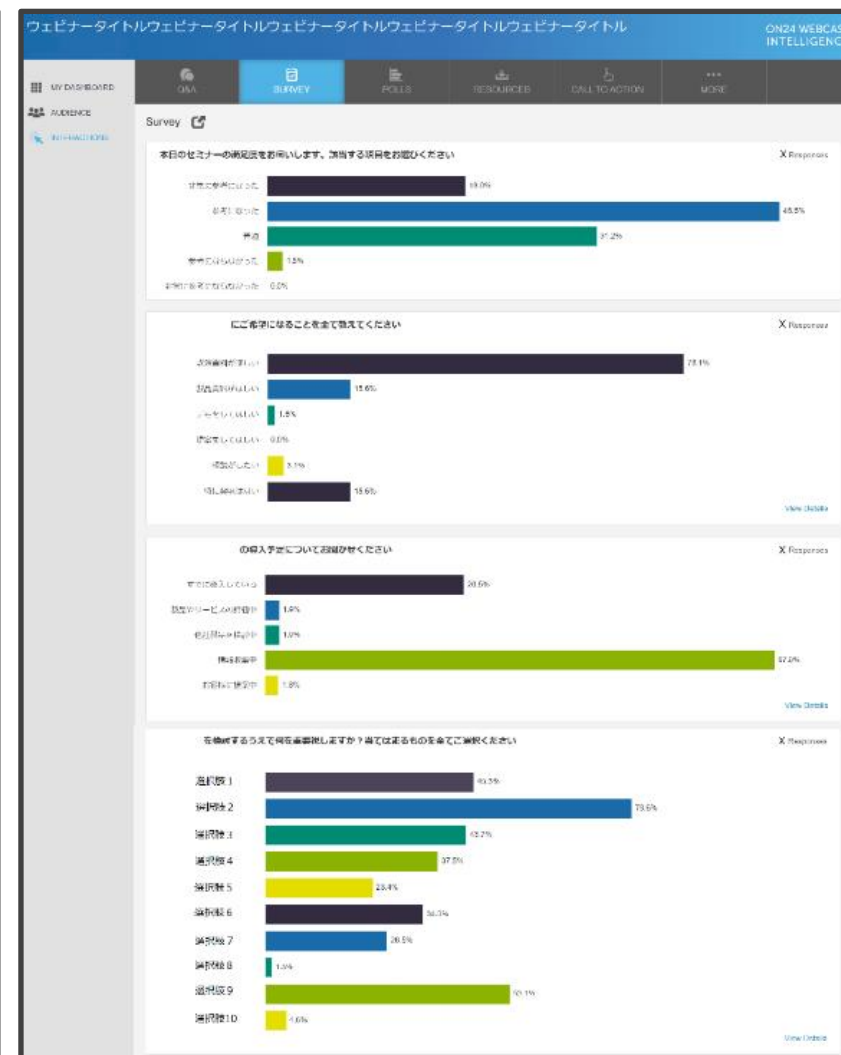
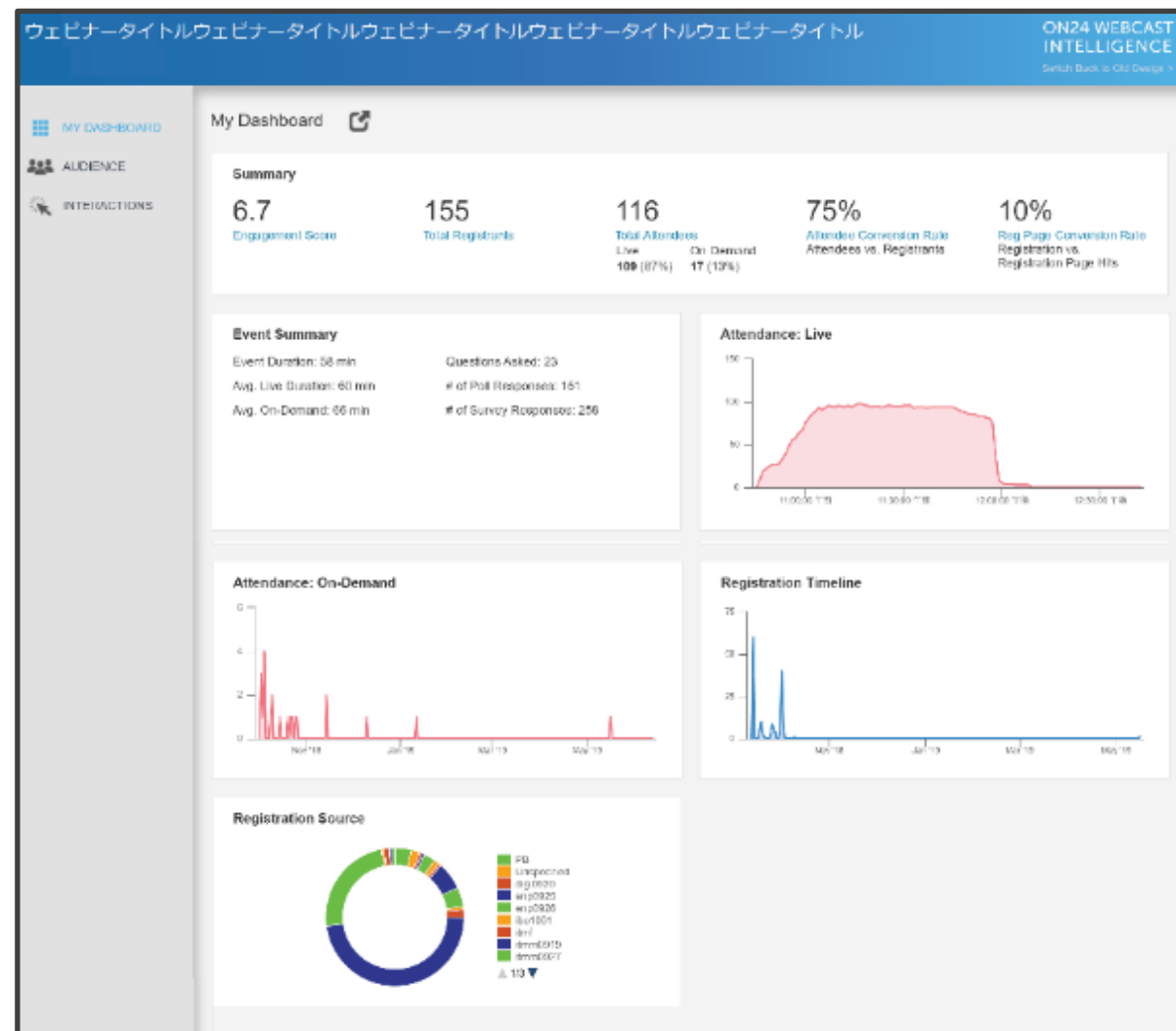
### Questionnaire by session sponsor

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.



# Security Week 2022 Autumn

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.



# Security Week 2022 Autumn

## 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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