Cloud Native Week

Event overview

Organizer	@IT atmarkIT
Date	Sept. 14(Wed.), 2022 – Sept. 16(Fri.), 2022 ※Tentative
Style	Collective online seminar
Number of pre-registrants	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.

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.
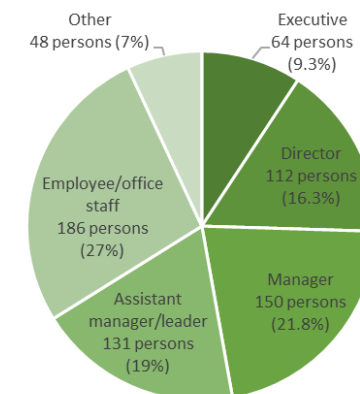
Past event

Cloud Native Week 2021 Winter

▼Date
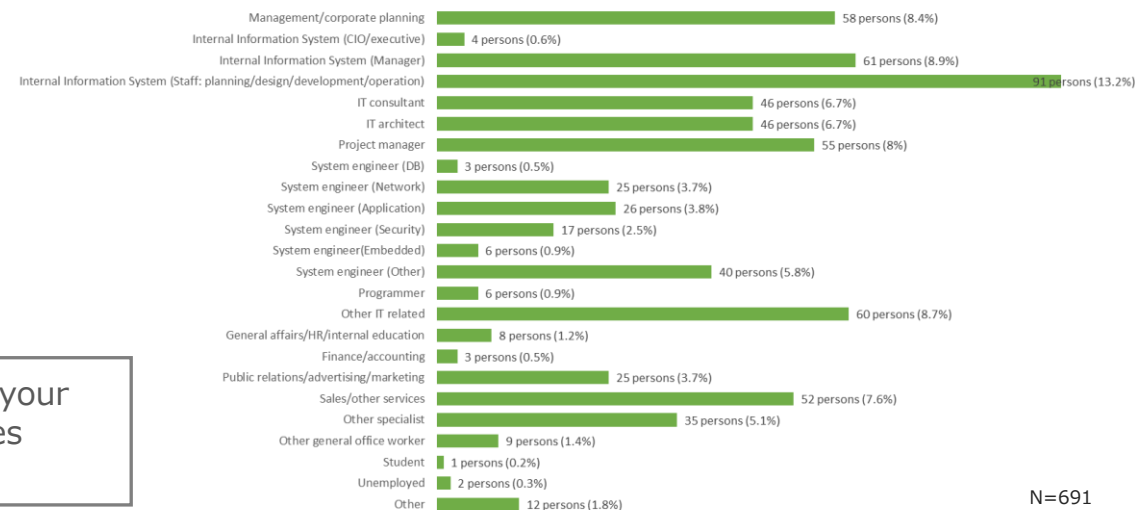Nov. 15(Mon.), 2021 –
Nov. 17(Wed.), 2021

▼Number of registrants
691 persons

Registrants title

Other 48 persons (7%)
Executive 64 persons (9.3%)
Director 112 persons (16.3%)
Manager 150 persons (21.8%)
Assistant manager/leader 131 persons (19%)
Employee/office staff 186 persons (27%)

Registrants industry

Industry	Persons
Management/corporate planning	58 persons (8.4%)
Internal Information System (CIO/executive)	4 persons (0.6%)
Internal Information System (Manager)	61 persons (8.9%)
Internal Information System (Staff: planning/design/development/operation)	91 persons (13.2%)
IT consultant	46 persons (6.7%)
IT architect	46 persons (6.7%)
Project manager	55 persons (8%)
System engineer (DB)	3 persons (0.5%)
System engineer (Network)	25 persons (3.7%)
System engineer (Application)	26 persons (3.8%)
System engineer (Security)	17 persons (2.5%)
System engineer(Embedded)	6 persons (0.9%)
System engineer (Other)	40 persons (5.8%)
Programmer	6 persons (0.9%)
Other IT related	60 persons (8.7%)
General affairs/HR/internal education	8 persons (1.2%)
Finance/accounting	3 persons (0.5%)
Public relations/advertising/marketing	25 persons (3.7%)
Sales/other services	52 persons (7.6%)
Other specialist	35 persons (5.1%)
Other general office worker	9 persons (1.4%)
Student	1 persons (0.2%)
Unemployed	2 persons (0.3%)
Other	12 persons (1.8%)

N=691

Producer's Comment

Though many enterprises have begun to work toward becoming Cloud Native, the term "Cloud Native" often precedes the actual use of the Cloud, and in some cases, the only thing that happens is that they "just use the Cloud," "just replace their infrastructure with the Cloud," "just a virtualized environment," or "mainly do manual work."

This event will focus on the essence of Cloud Native.
In this 3-day event, key persons will dispel the misconceptions of "fake Cloud Native" and illuminate the correct path to take.
Let's enjoy the fruitful autumn season by grasping the essence of Cloud Native.

@ I T
a t m a r k I T

Cloud Native Week

No more "Fake Cloud Native!"
Let's learn the essence and get closer to "Autumn of Fruitfulness"!

Section1	**IT Infrastructure**	This section will reveal tips for transforming IT infrastructure to deliver IT services efficiently and quickly.
Section2	**Development & Operation**	This section will clarify the nature of the development and operational structure to be Cloud Native oriented.
Section3	**Security**	This section will explore the intricacies of security measures in Cloud Native.

※ Please note that there may be some adjustments of the event theme and section themes.

On the 1st day of the event, there will be a 10-minute host greeting before the keynote speech.
The talk will be about trends as seen by the @IT editorial team and will lead readers to the keynote speeches and sponsor sessions.

**ITmedia Inc.
Chief Editor, IT Editorial Management Division, Editorial Bureau
Hironobu Uchino**

	Section1 IT Infrastructure	Section2 Development & Operation	Section3 Security
13:00 - 13:40	Host greetings & Keynote session 1-1	Keynote session 2-1	Keynote session 3-1
13:50 - 14:20	Sponsored session 1-1	Sponsored session 2-1	Sponsored session 3-1
14:30 - 15:00	Sponsored session 1-2	Sponsored session 2-1	Sponsored session 3-2
15:10 - 15:50	Sponsored session 1-3	Sponsored session 2-3	Sponsored session 3-3
16:00 - 16:30	Sponsored session 1-4	Sponsored session 2-4	Sponsored session 3-4

Time for each session: Keynote session 40min., Sponsored session 30 min.   ※ The above timetable may change.

Sponsored Menu

🌥️ Cloud Native Week

Cloud Native Week

The following 4 sponsorship plans are available.

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.

Cloud Native Week

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.

Data provision of live streaming videos recorded by ITmedia is available as an additional option! (JPY 50,000, excluding tax)

Platinum	Gold

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.

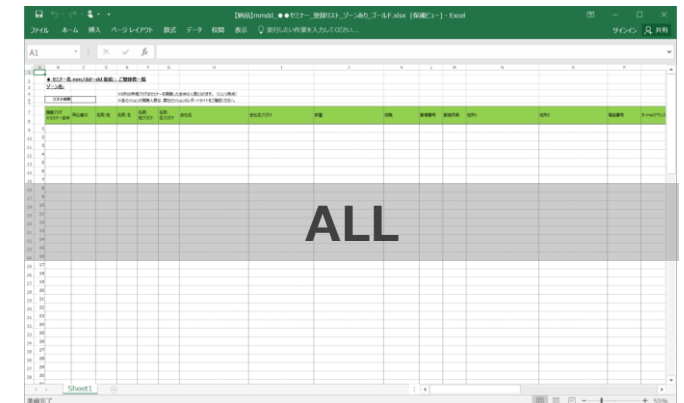| Platinum	Gold

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.

ALL

Platinum	Gold

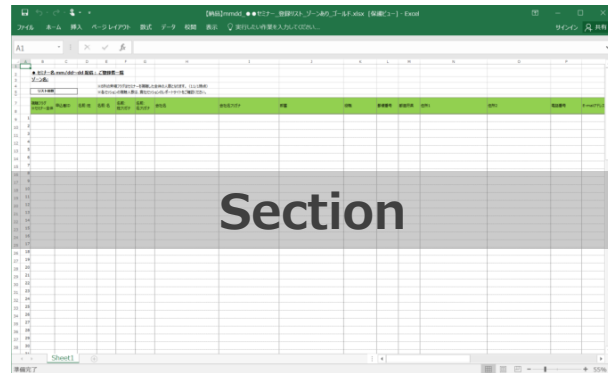| All list	Section list

※ All images are visual references.

Cloud Native Week

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 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.

Section
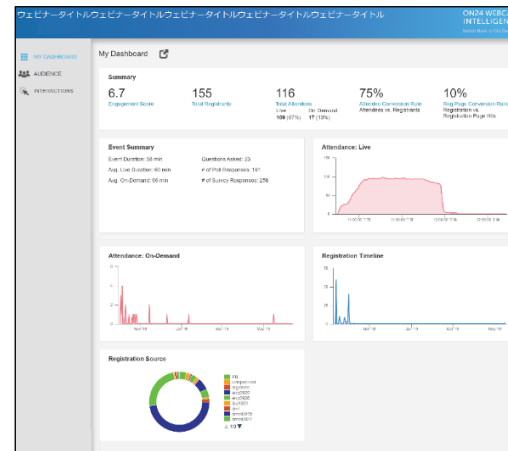
Platinum	Gold
All list	Section list

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.

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.)
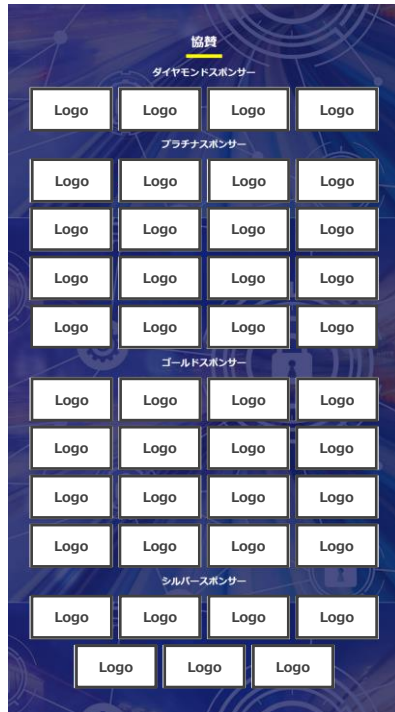
Platinum	Gold
All list	Section list

Cloud Native Week

Insertion of sponsor company's logo

Sponsor company's names, logos and links are inserted on the seminar announcement page.

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.

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.)

Platinum　**Gold**

All list　**Section list**

※ All images are visual references.

Cloud Native Week

Sponsorship plans

	Platinum	Gold	All list	Section list
Sponsored session	● 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
Lead generation (registrants/attendees personal data of the sponsored section)	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	●	●	●	●
※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 2,700,000**	**JPY 2,000,000**	**JPY 1,400,000**	**JPY 900,000**

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

☁ Cloud Native Week

\ **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

Traffic driving →

Extracted persons who have interests

ITmedia DMP

GDN　その他DSP

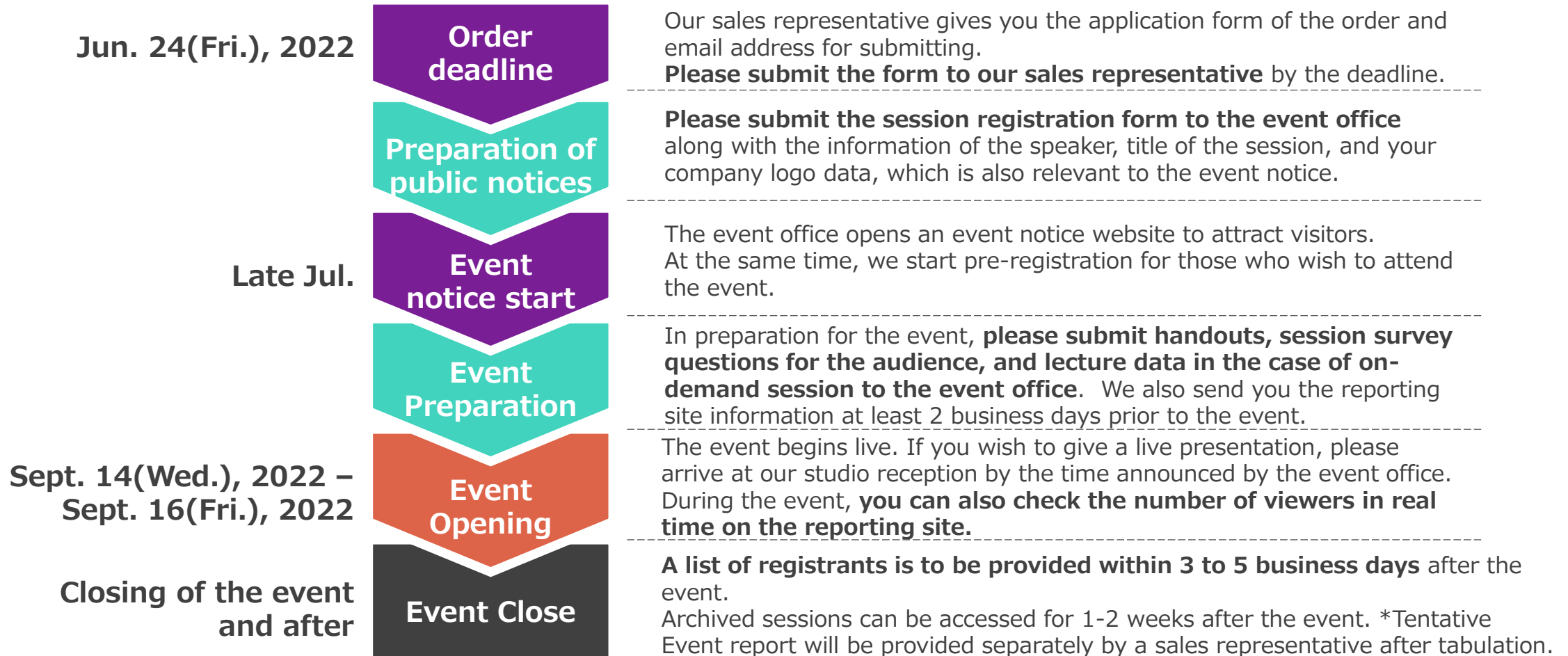|	
Price	**JPY 1,500,000** **Sponsors only!** List price ~~JPY 1,700,000~~
Guaranteed page views	**5,000 page views**
Insertion term	Minimum 1 week to maximum 2 months (Ends when guaranteed page views are reached.)
Specs	3,000-4,000 Japanese characters and 2-3 illustrations/photos
Provided Services	・Production 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	@IT

※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.

Cloud Native Week

Flow from Order to the End of the Event

Jun. 24(Fri.), 2022

Order deadline

Our sales representative gives you the application form of the order and email address for submitting.
Please submit the form to our sales representative by the deadline.

Preparation of public notices

Please submit the session registration form to the event office along with the information of the speaker, title of the session, and your company logo data, which is also relevant to the event notice.

Late Jul.

Event notice start

The event office opens an event notice website to attract visitors.
At the same time, we start pre-registration for those who wish to attend the event.

Event Preparation

In preparation for the event, **please submit handouts, session survey questions for the audience, and lecture data in the case of on-demand session to the event office**. We also send you the reporting site information at least 2 business days prior to the event.

Sept. 14(Wed.), 2022 – Sept. 16(Fri.), 2022

Event Opening

The event begins live. If you wish to give a live presentation, please arrive at our studio reception by the time announced by the event office. During the event, **you can also check the number of viewers in real time on the reporting site.**

Closing of the event and after

Event Close

A list of registrants is to be provided within 3 to 5 business days after the event.
Archived sessions can be accessed for 1-2 weeks after the event. *Tentative
Event report will be provided separately by a sales representative after tabulation.

※ 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.
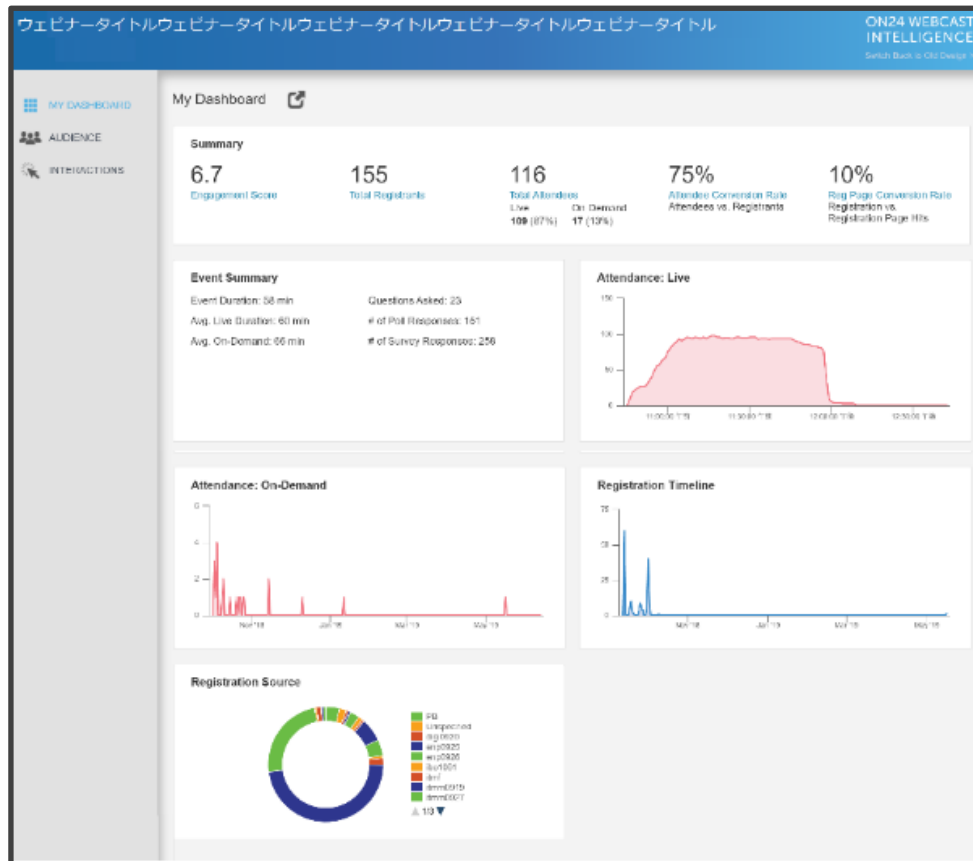
Items included in the online report

- ✓ 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.

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.
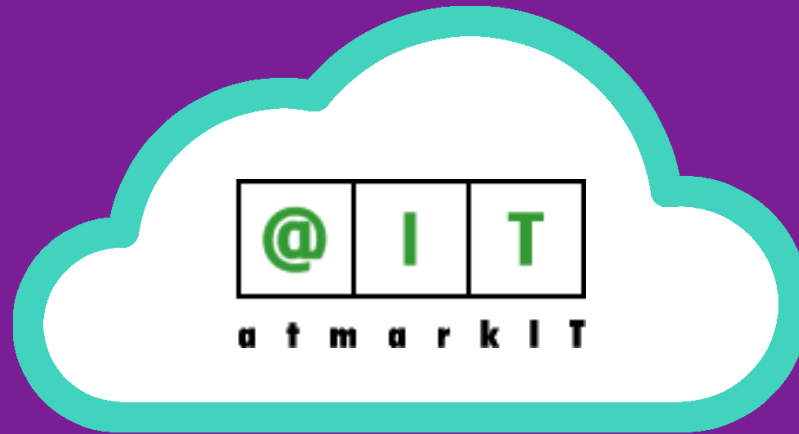
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