

Produced by



Security Week

ITmedia Security Week 2024 Spring

Cyber Attacks Evolving and Expanding with Generative AI

Points to Check on "Systems for Protecting Your Company" and its Updates

Date: May. 27(Mon.), 2024 – Jun. 3(Mon.), 2024 Order deadline: Mar. 15 (Fri.), 2024

SUMMARY

Name	ITmedia Security Week 2024 Spring	How to view	Free registration required
Organizer	 ITmedia Executive  ITmedia Enterprise  atmarkIT	Number of pre-registrants	Estimated 1,000
Date	May. 27(Mon.), 2024 – Jun. 3(Mon.), 2024	Announcement media	 ITmedia Executive  ITmedia Enterprise  atmarkIT
Order deadline	Mar. 15 (Fri.), 2024	Operation	ITmedia seminar operation office
Style	Collective online seminar		

This event may be changed or canceled without prior notice.
We appreciate your understanding in advance.If you have any questions, please contact our sales representatives.

SECTIONS

1 Cybersecurity risks and management

In the "new normal" of With Corona, which can be said to be predicated on digital, cybersecurity risks are higher than ever, and cyber incidents are increasing rapidly. This presentation will show you how to manage this risk you are facing

2-1 Zero Trust security

With "Zero Trust" as the keyword, effective products will be introduced in the review phase and implementation, and experts will introduce the key points of defense in the transition phase and the attacker's point of view to introduce the secrets of successful zero trust implementation in organizations

2-2 Attack surface management

It is no longer possible to protect an organization only by internal/external divisions. To stop an attack, it is necessary to assume that the attacker has already reached inside the company. Consider how to manage the spread of attack surfaces and how to detect and stop attackers' actions.

3 Cloud security

By learning about XDR, IDaaS, SASE, and other products to protect the cloud and your systems, we will help you get closer to where you want to be by gaining the knowledge you need to practice cloud-related security

4 Endpoint measures and information management

Know the solutions to prevent cyber criminals from getting into your systems as much as possible. Get the mechanisms to detect them even if they slip through, and the technology to manage and protect the information your organization has

5 Cyber resilience to defeat ransomware

We will deliver useful knowledge and know-how through cyber exercise case studies and organizational building case studies in order to strengthen cyber resilience capabilities for recovery from ransomware damage.

6 ID management and control starting with multi-factor authentication

Along with authentication technologies such as "multi-factor authentication," "FIDO 2.0," and "passkey," which do not rely on memory alone, we will consider ID management/control, which has tended to be overlooked. Think about protection methods that should be considered next to single sign-on and before zero trust.

TIME TABLE

Session times
Morning session
Keynote session : 40min.
Sponsored session : 30min.
Discussion : 60min.

CONTENTS 2-1

Zero Trust
security

	CONTENTS 1	CONTENTS 2-2	CONTENTS 3	CONTENTS 4	CONTENTS 5	CONTENTS 6	
	Cybersecurity risks and management	Attack surface management	Cloud security	Endpoint measures and information management	Cyber resilience to defeat ransomware	ID management and control starting with multi-factor authentication	
10:00-10:40	Morning session 1	Morning session 2	Morning session 3	Morning session 4	Morning session 5	Dedicated zone 1 Keynote session 6-2	10:00-10:40
10:50-11:20	Sponsored session 1-1	Sponsored session 2-1 (Zero trust)	Sponsored session 3-1	Sponsored session 4-1	Sponsored session 5-1	Sponsored session 6-1 (Dedicated zone)	10:50-11:20
11:30-12:00	Sponsored session 1-2	Sponsored session 2-2 (Zero trust)	Sponsored session 3-2	Sponsored session 4-2	Sponsored session 5-2	Sponsored session 6-2 (Dedicated zone)	11:30-12:00
13:00-13:40	Keynote session 1-1	Keynote session 2-1 (Zero trust)	Keynote session 3-1	Keynote session 4-1	Keynote session 5-1	Keynote session 6-1	13:00-13:40
13:50-14:20	Sponsored session 1-3	Sponsored session 2-3 (Zero trust)	Sponsored session 3-3	Sponsored session 4-3	Sponsored session 5-3	Sponsored session 6-1	13:50-14:20
14:30-15:00	Sponsored session 1-4	Sponsored session 2-4 (Zero trust)	Sponsored session 3-4	Sponsored session 4-4	Sponsored session 5-4	Sponsored session 6-2	14:30-15:00
15:10-15:50	Keynote session 1-2	Keynote session 2-2 (ASM)	Keynote session 3-2	Keynote session 4-2	Keynote session 5-2	Discussion1	15:10-16:10
16:00-16:30	Sponsored session 1-5	Sponsored session 2-5	Sponsored session 3-5	Sponsored session 4-5	Sponsored session 5-5	Discussion2	16:20-17:20
16:40-17:10	Sponsored session 1-6	Sponsored session 2-6	Sponsored session 3-6	Sponsored session 4-6	Sponsored session 5-6		

CONTENTS

	Limited to 1 company! Roundtable can be held.	Limited to 1 company! Able to reach viewers with a high interest in your theme!	From high-interest readers who watched your session to applicants for the entire event.	It is possible to approach attendees who are interested in the theme of the sponsored section.	Even if it is difficult to prepare for a sponsored session, it is possible to obtain a large number of listings.	It is possible to acquire a list of viewers who are interested in the subject matter of the sponsored section.	Limited to 4 companies! Through panel discussions, sponsors can promote their products and services!
	Black	Diamond	Platinum	Gold	All List	Section List	Panel Discussion
Sponsored session Live broadcast + Archived	●	●	●	●	Not available	Not available	Not available
Dedicated zone	Not available	●	Not available	Not available	Not available	Not available	Not available
Panel discussion	Not available	Not available	Not available	Not available	Not available	Not available	●
Security Roundtable (After Security Week Autumn)	●	Not available	Not available	Not available	Not available	Not available	Not available
Questionnaire by sponsor	●	●	●	●	Not available	Not available	Not available
Lead Generation (all of the registrants' personal data) ※Estimated 1,000	Estimated 1,000-All registrants	Not available	Estimated 1,000-All registrants	Not available	Estimated 1,000-All registrants	Not available	Not available
Lead generation (registrants' personal data of the sponsored section)	Estimated 300	Estimated 300 ※Additional option available.	●	Estimated 350-450(Max)	Not available	Estimated 350-450(Max)	Estimated 250-450(Max)
Lead generation of your session viewers and provision of online report site of your session	●	●	●	●	Not available	Not available	●
Security Week Email distribution for registrants	Twice	Not available	Not available	Not available	Not available	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	●	●	●	●	●	●	●
Price (All prices are excluding consumption tax and gross rate.)	JPY 7,000,000	JPY 5,000,000	JPY 3,500,000	JPY 2,400,000	JPY 1,800,000	JPY 1,000,000	JPY 2,500,000

※The number of registrants is an estimate.

SCHEDULE

Order deadline

Mar. 15(Fri.)2024



Please inform our sales representative of your intention to exhibit. We will send you a purchase order form. **Please sign it with DocuSign and return it to us.**

Preparation of public notice

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.



Event notice start

Mid Apr., 2024



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.



Event period

May. 27 (Mon.),2024 – Jun. 3 (Mon.),2024

If you wish to give a live presentation at the event, please arrive at our studio reception by the time announced by the event office.



Report

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.

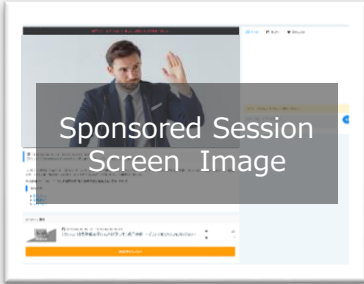


SPONSORED MENU | Detail

Sponsored session Live Streaming + Archive

Sponsor session slots are available to promote your company's products and services!

Functions: Session Questionnaire, Session Introduction, Question Submission Form, Document DL, Related Links



Leads (All registrants)

You will receive a list of business card information for all applicants who have applied for the event.

Information provided : Name, company name, department, title, address, phone number, email address, industry, job title, position class, employee size, involvement, etc.

Delivery date : It can be delivered in Excel within 3-5 business days after the event

Leads (Section registrants)

The lead information of a part of registrants, including company name, department name, title, telephone number and e-mail address, is provided.

Only registrants who applied to a Section.

Session report site

Session report is provided. Business card information such as "company name," "department name," "job title," "phone number," and "e-mail address" of session viewers can be downloaded.



Session Questionnaire

You can conduct your own survey during your company's session slot.

*You can freely combine single responses, multiple responses, and free responses.
*When you click the "Survey" button, a pop-up window will appear.

Registrant survey

When viewers pre-register, they will also submit their position on product selection and the issues they are facing (BANT information).

* Questions will be set by ITmedia. They cannot be set individually.

Sponsored logo

Your name and logo are posted on the registration page.

Document/Material

Materials can be distributed to the audience during your company's session.

Number of items to be distributed: Presentation materials + up to 3 items
*In addition to sending PDF data as a download link, we can provide an external link to your company's website

Event report

ITmedia will conduct a questionnaire survey of general visitors, and the results will be provided as a report of the event after the exhibition.

*This information is provided in the form of aggregate data that does not include personal information.

Please note that the contents of this event may be changed or the event may be cancelled without prior notice. Please understand this in advance.
If you have any questions, please contact our sales representatives.

Dedicated zone

**Special offer for one company only.**

Sponsor sessions will be held in a dedicated zone.

Our editorial team will listen to the message that your company wants to convey, and will then outline the entire zone, suggest potential guest session candidates, and plan the outline of their speeches to appeal to an audience that is highly interested in your company's theme.

Panel discussion

<Theme 1: For enterprise companies>

Are you aware of the intrusion in the first place? If you detect it, if you are threatened, what do you do then? Real-world solutions for incident response that enterprise companies should know. (tentative)

(Actual situation of readers, description of systems and means to promptly detect and respond, realistic countermeasures considering cost/skills, etc.)

<Theme 2: For SMEs>

That incident/accident is not a stranger.

What to do in 2023! How to draw up a security journey without getting involved in threats. (tentative)

(Review the reality of the readers, the basic content and the minimum that needs to be done.)

Special offer for 4 companies only.

We will arrange a panel discussion between two sponsors, the ITmedia editorial team, and a guest lecturer. The editorial team will select hot topics to promote the sponsors' products and services.

▼Details

Number of companies: First 2 companies per theme (※The discussion will be held only when 2 companies sponsor the event. If only 1 company is involved, the event will not be held.)

Session time: 60 minutes

Panelists: 4 (2 sponsors, 1 moderator from ITmedia's editorial team, 1 guest)

Number of pre-registrants: Estimated 250

Note: Pre-recording is assumed.

Email delivery to registrants
(Black sponsor only)

2 email deliveries are available for pre-registered attendees during Security Week.

Please use this service to introduce the highlights of your sessions and promote archived viewing.

This service is available for Black Sponsor only, and can be sent twice during the event. (Timing of distribution will be discussed with you.)

Please prepare the material yourself.

* If there is no specific content specified, we can prepare it on your behalf based on the session information.

Please note that the contents of this event may be changed or the event may be cancelled without prior notice. Please understand this in advance.
If you have any questions, please contact our sales representatives.

Generated leads with responses of pre-questionnaire

By linking lead information with pre-questionnaire response information, interest and sense of issues can be visualized more deeply, making it easier to follow up!

We will add the responses of the pre-questionnaire to the lead information provided in accordance with the plan you have applied for.
※Some leads will be delivered with response information, while others will not.

■ Delivery image

会社名	従業員規模	セキュリティ対策、いま本当に必要なこと	サブプライムローン受容に はいる、新しい融資	クラウド&ゼロトラスト	エンドポイント対策&ログ管理	企業名	職位	変化	「課長以上の役職」の有無	「導入予定1年以内」の有無	「新規システム等」の導入目的の有無	「機密性」の有無
総合警備保障 (株)	06.5000人以上	●	●	●	●	エヌ・ティ・エス (株)	課長	●	●	●	●	●
エヌ・ティ・エス・システムズ株式会社	05.1000人～5000人未満	●	●	●	●	エヌ・ティ・エス (株)	課長	●	●	●	●	●
西日本電信電話株式会社 東海支店	05.1000人～5000人未満	●	●	●	●	西日本電信電話 (株)	課長	●	●	●	●	●
株式会社デンソー	06.5000人以上	●	●	●	●	株式会社デンソー	課長	●	●	●	●	●
株式会社三井住友銀行	06.5000人以上	●	●	●	●	(株) 三井住友銀行	課長	●	●	●	●	●
SCSK株式会社	06.5000人以上	●	●	●	●	SCSK (株)	課長	●	●	●	●	●
昭和産業株式会社	05.1000人～5000人未満	●	●	●	●	昭和産業 (株)	課長	●	●	●	●	●
タカナシ乳業株式会社	05.1000人～5000人未満	●	●	●	●	タカナシ乳業株式会社	課長	●	●	●	●	●
株式会社TMO	06.5000人以上	●	●	●	●	株式会社TMO	課長	●	●	●	●	●

■ Delivery date

Lead information: 3-5 business days after the closing date of the seminar
Response information: Delivered 2-3 weeks after the closing date of the seminar

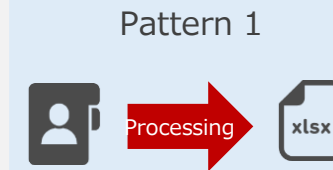
※The response information delivery time varies depending on the event.

JPY 300,000

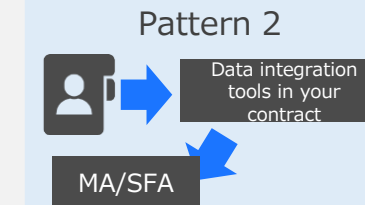
Lead custom delivery service

We will deliver the leads obtained at the event directly to your MA tool or process and deliver them according to your company's format!

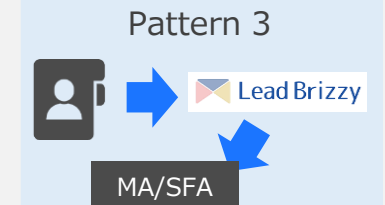
■ Delivery image



Lead information is processed and delivered according to your company's format.



Lead information is delivered via your company's contracted data integration tools.



Lead information is delivered via our partner's data integration tool. ※

■ Remarks

Please contact us for supported integration tools.

※ If Lead Brizzy initial setup is performed on behalf of the client, an optional fee of JPY 50,000 per project will be charged.

■ Delivery date

6-8 business days after closing the seminar.

※Delivery date varies depending on the event.

500 leads or less JPY 100,000

500- 1,000 leads JPY 150,000

1,000+ leads JPY 200,000

3,000+ leads JPY 300,000

※Images are for reference only. ※Option only cannot be applied (all prices are gross and do not include tax).

SPONSORED MENU |

Option 2

Session mp4 recording data provision

When you apply for a plan with a session and you take live speaking at the event, we will provide the recording data of your LIVE session in mp4 format.
※No data editing, the data will be as it was at the time of streaming.

JPY 50,000

Behavior targeting advertorial

Attract readers with high "interests and concerns" to your company's advertorial based on their article reading history. By linking readers' behavioral data to external services for extended distribution, you can extend your reach by capturing people with the same "interests and concerns" even if they have never visited ITmedia.

※This menu summarizes the main points of live/on-demand webinars. No separate interviews will be conducted.

Details <https://go.itmedia.co.jp/l/291242/2022-09-09/2bjcm9g>

~~JPY 1,700,000~~ →

JPY 1,500,000

Lead generation using session video

Reuse your seminar videos and related product materials on TechTarget Japan/Keyman's Net. We will use your prepared content as is, allowing you to continue lead generation after the seminar with guaranteed attributes and lead counts.

Details : <http://go.itmedia.co.jp/l/291242/2022-09-02/2bfy1tr>

JPY 300,000 or more

Follow-up seminar

Our editorial team will design a plan that matches your company's appeal and the interests of registrants, and ITmedia will support you in attracting and distributing the video. We can also record panel discussions and 30-minute session videos, and provide professional equipment and recording venues for easy video production.

Details : <http://go.itmedia.co.jp/l/291242/2022-01-30/281s4xh>

~~JPY 2,450,000~~ →

JPY 2,300,000

Session recording support

Professional equipment and a recording venue will be provided, making it easy for you to produce your video for 30 minutes. The speaker's face + material slides will be recorded at the same time. A title and theme can be included in one place on the upper right corner of the screen. Online recording is also available.

JPY 180,000

Telemarketing

After the event, we will make a predetermined number of calls to the acquired leads. Effective implementation can be expected to generate a high response rate and customer acquisition. Minimum number of calls: 50Duration: 3-4 weeks (for 250 calls)*Not more than 1,000 calls

JPY 705,000 or more

Add ABM data to generated leads

ABM data obtained by analyzing ITmedia's content browsing status, which allows you to infer each company's implementation consideration status, will be added to the delivery list. Visualizing corporate intent with ABM data enables efficient deal discovery from delivered leads.

※Due to data aggregation work, delivery will be delayed one business day from the usual date.

Details : go.itmedia.co.jp/l/291242/2022-10-19/2bvm1jn

JPY 200,000

Session brochures

We produce an original pamphlet based on your company's session and deliver the data for printing. The data can be used as sales materials for distribution at seminars and exhibitions. The content of the interview will also be published in the media as a tie-up article advertisement to gain recognition from readers.

Details : <http://go.itmedia.co.jp/l/291242/2023-12-15/2cycg7h>

JPY 1,200,000

CAUTIONS

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.

Security Week

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