Outline of the Event

@IT Operations Management Seminar Spring 2025
- Strengthen the legs and back of system operation management -
Break through the wall of 2025

As the importance of IT infrastructure increases, operations managers are no longer just behind the curtains. Rather, through future-oriented operational strategies, they are the key to having a significant impact on a company's competitiveness. At this event, we will provide tips to help operation managers strengthen their own legs and backs in order to break through the "wall" rather than falling off the "cliff" of 2025.

Sponsored media	@IT atmarkIT
Date	May 12(Mon.) - May 13(Tue.), 2025
Order deadline	March 7(Fri.), 2025
Scale of visitors	Estimated 500
Assumed audience demographics	Those who are engaged in operation and management tasks at user companies, managers/management planners, those in charge of planning internal information systems, those in a position to formulate operations and policies, SIs, etc.
Sponsorship plans	• Platinum JPY 3,300,000 • Gold JPY 2,500,000 • All list JPY 1,900,000 • Section list JPY 1,600,000
Past achievements	@IT Operations Management Seminar Summer 2024: Report

1. The long-standing challenges of operations management

A weapon to tackle the "perennial challenge of operations management".
- The key to controlling automation, managed and AI -

Keywords:
 #AIOps #operational automation/efficiency #operational cost/load reduction #Cloud Managed Services #License Management/Cost Management, etc.

Challenges faced by viewers:
   Reducing costs and workloads in IT service operation monitoring and fault handling, considering operational automation and efficiency, etc.

2. Service operation in the VUCA era

Connecting management and digital: Service operations in the VUCA era

Keywords:
 #SRE #ITSM #observability #hybrid environment management #configuration management
#DevOps #ITIL #Log Management, etc.

Challenges faced by the audience:
   SRE, seeking the necessary mindset and improvement methods for the provider side of platform engineering, etc.

Sponsored Menu

	Platinum	Gold	All List	Section List
Sponsored session: Live broadcast + archive	●	●	-	-
Main Sponsorship Plans	Estimated500	-	●	-
Lead generation (Section of the registrants)	Estimated300	Estimated300(Max400)	-	Estimated300(Max400)
Questionnaire by sponsor	●	●	-	-
Online report site of your session viewers	●	●	-	-
Sharing the results of pre-questionnaire	●	●	●	●
Insertion of sponsor company's logo	●	●	●	●
Distribution of related materials	●	●		
Event report	●	●	●	●
Price (Gross/Tax is not included)	**JPY3,300,000**	**JPY2,500,000**	**JPY2,300,000**	**JPY1,800,000**

* The number of attendees is an estimate.
* If the number of session sponsors for the entire seminar is less than 3, the event date and theme will be reduced.
  In such cases, the number of applicants may decrease due to the reduced size of the event.
* If the number of session sponsors for each section is less than 3, the number of section applicants may decrease.

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Time Table

May 12 (Monday)

Time	Length	
13:00-13:40	40min.	**Keynote speech 1** **The long-standing challenges of operations management**
13:50-14:20	30min.	Sponsored session 1-1
14:30-15:00	30min.	Sponsored session 1-2
15:10-15:40	30min.	Sponsored session 1-3
15:50-16:20	30min.	Sponsored session 1-4
16:30-17:00	30min.	Sponsored session 1-5

May 13 (Tuesday)

Time	Length	
13:00-13:40	40min.	**Keynote speech 2** **Service operation in the VUCA era**
13:50-14:20	30min.	Sponsored session 2-1
14:30-15:00	30min.	Sponsored session 2-2
15:10-15:40	30min.	Sponsored session 2-3
15:50-16:20	30min.	Sponsored session 2-4
16:30-17:00	30min.	Sponsored session 2-5

*The timetable, including the date of the event, may be subject to change depending on the number of sponsors.

Sponsored Menu Detail

| Sponsored session

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

Sponsored session screen image
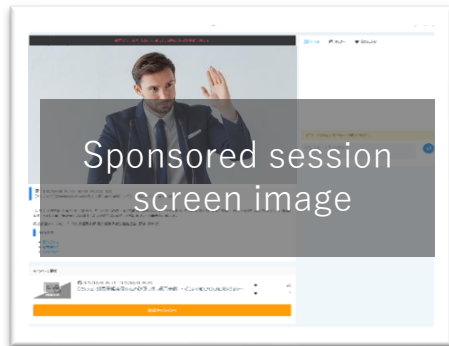
| Leads (All registrants)

■ 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, and annual sales size, involvement, etc.

| Leads (Section registrants)

■ The lead information of a part of registrants, including company name, department name, title, telephone number and e-mail address, Industry, job title, position class, employee size, annual sales size, involvement, etc. is provided.

■ The list of those who have checked the relevant section as their viewing preference (optional/required to have at least one viewing preference at the time of application) is the target of the delivery.

| Session questionnaire

■ 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.

■ Click the survey button, and it pops up.

| Leads of session viewers

■ Leads for your company's session viewers are provided.

■ Information includes: Name, company name, department name, job title, phone number, email address, etc.

■ The data can be downloaded.

| 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 company's logo on the event's registration site with a link to your company's website.

■ Your company logo on the intermission slides displayed between sessions.

| 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.

※ Image is for reference only.

Option Menu

| LIVE session recording data provision (MP4)

- 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**

| Session Recording Support

- Support for recording a 30-minute session video.
- Dedicated professional equipment and recording venue provided.
- Online recording is also available.
- Application must be made at least 1.5 months prior to the event date.
- (Additional fees may apply depending on the content of the recording, such as when there are more than two speakers.)

JPY **180,000** or more

| Connecting survey responses to lead data

- The lead information to be delivered will be delivered with the response information of the sponsor's survey.
- Lead information will be delivered 3-5 days after the seminar closing date. Survey response information will be delivered 2-3 weeks after the closing date of the seminar.

  Detail:
  https://go.itmedia.co.jp/l/291242/2024-04-30/2czfbw2

JPY **200,000** or more

| Add ABM data to delivery lists

- 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**

| Lead custom delivery service

- Deliver leads obtained at events directly to MA tools or processed to your company's format.
- Delivering lead information via our partner's data integration tools.

  Detail:
  https://go.itmedia.co.jp/l/291242/2024-04-30/2czfbvy

Price varies depending on the number of leads

JPY **100,000**/**500 leads or more**

| Branding Enhancement

- Your company information will be inserted into the event announcement site and can be used as a branding promotion.
- Your company logo will be displayed larger than usual.
- Embedding of short videos.
- Insertion of floating banner information

  Detail:
  https://go.itmedia.co.jp/l/291242/2024-04-30/2czfbvv

JPY **500,000**

| Follow-up seminar

- The editorial team will design a plan that matches your company's appeal and the interests of the readers, and ITmedia will support you with audience creation and distribution.
- Panel discussions and 30-minute session videos can also be recorded.
- We will provide professional equipment and a recording venue.

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

JPY **2,500,000** or more

| Telemarketing

- After the event, ITmedia will make a predetermined number of calls to the generated leads. Effective calls are expected to have a high response rate and customer acquisition effect.
- Minimum number of calls: 50
- Duration: 3-4 weeks (for 250 calls)
- Not more than 1,000 calls

JPY **75,000** or more

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

Option Menu

Lead generation through the use of session video

- A service that reuses lecture videos and materials on TechTarget Japan/Keyman's Net. To generate leads.
- Even after the seminar, you can continue to generate leads with guaranteed attributes and numbers.

Detali:
go.itmedia.co.jp/l/291242/2024-06-14/2czswgv

JPY **300,000** or more

Advertorial Push Targeting & ABM

- We will create an advertorial based on your company's session, and deliver it via HTML email with specified viewer attributes.
- We will deliver your company's session content by targeting the desired target attributes.
- Conditions: Sponsorship of a session plan sponsorship

Detail:
https://go.itmedia.co.jp/l/291242/2024-06-04/2czqsvy

Advertorial Push Targeting & ABM 15,000 messages or more

JPY **1,000,000** or more

Advertorial with guaranteed page views across DX technology medias

- We will create an advertorial based on your company's session.
- Cross-media promotion of an advertorial to attract a large audience interested in DX technology.
- Media where the advertorial is inserted: Media that organizes the event
- Conditions: Sponsorship of a session plan sponsorship

Detail:
http://go.itmedia.co.jp/l/291242/2024-06-04/2czqsty

4,000 page views guaranteed

JPY **1,200,000**

Session brochure creation (IT & Business)

- We will produce a brochure of your session and deliver the data for printing (PDF/x file format).
- The contents of the session are also inserted into the media as advertorials.
- You can also aim to gain awareness among readers.
- Conditions: Sponsorship of a session plan sponsorship

Detail:
http://go.itmedia.co.jp/l/291242/2024-06-04/2czqsvn

2,000 page views guaranteed
Session brochure creation (PDF/x file format)

JPY **1,200,000**

Commercial Video Broadcast Sponsor Plan

- Show your company's video to viewers during the waiting time before each keynote speech (organizer session) begins

- By repeatedly promoting your company's services to event viewers using video and audio, you can improve awareness of your products and services.

Detail:
https://go.itmedia.co.jp/l/291242/2024-08-05/2d122lq

JPY **300,000**

Full Support Package Using the Content

- Reuse the content created with the full support package we provided for your event.
- We will provide you with two 30-minute sponsor session slots. We will deliver the 60-minute content we have created in the past as it is.
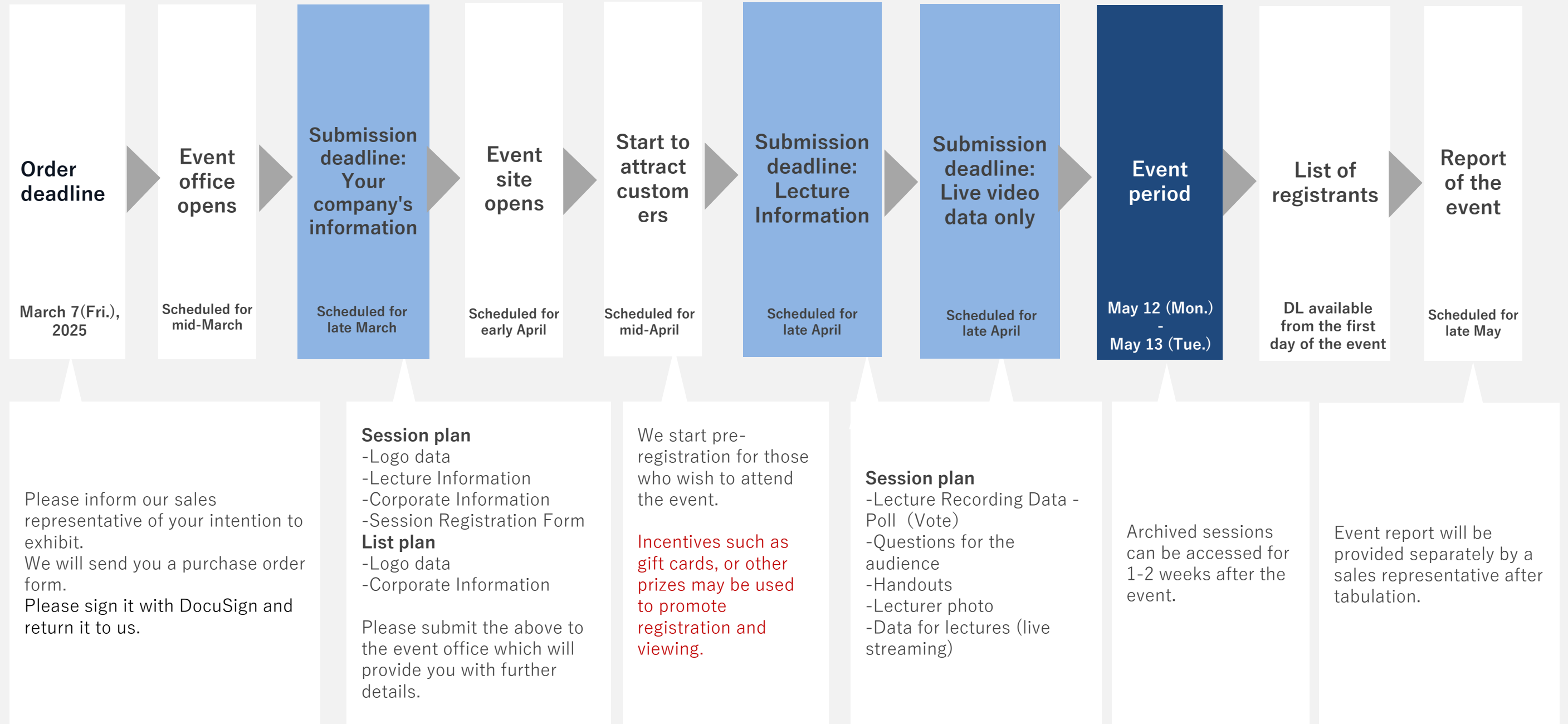- You can acquire more leads without creating new content.

Detail: http://go.itmedia.co.jp/l/291242/2024-04-17/2czbqt5

JPY **2,000,000 - 3,000,000**

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

Schedule

The schedule below is a rough guide. It is subject to change depending on circumstances.
The event office will contact you with the finalized schedule after the event has been decided.

Order deadline

March 7(Fri.), 2025

Event office opens

Scheduled for mid-March

Submission deadline: Your company's information

Scheduled for late March

Event site opens

Scheduled for early April

Start to attract customers

Scheduled for mid-April

Submission deadline: Lecture Information

Scheduled for late April

Submission deadline: Live video data only

Scheduled for late April

Event period

May 12 (Mon.) - May 13 (Tue.)

List of registrants

DL available from the first day of the event

Report of the event

Scheduled for late May

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.

Session plan
-Logo data
-Lecture Information
-Corporate Information
-Session Registration Form
List plan
-Logo data
-Corporate Information

Please submit the above to the event office which will provide you with further details.

We start pre-registration for those who wish to attend the event.

Incentives such as gift cards, or other prizes may be used to promote registration and viewing.

Session plan
-Lecture Recording Data -
Poll（Vote)
-Questions for the audience
-Handouts
-Lecturer photo
-Data for lectures (live streaming)

Archived sessions can be accessed for 1-2 weeks after the event.

Event report will be provided separately by a sales representative after tabulation.

※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.

Note

Cancellation fee

Please note that a cancellation fee will be charged if any of the following conditions apply
after the order form has been exchanged
after submission of registration form
after the start of the office guidance

In such cases, cancellation fees will be as follows;
up to 41 days prior to the event: 50%
within 40 days of the event: 100%

However, in the event that actual costs (such as venue cancellation fees, instructor assignment
cancellation fees, etc.) are incurred in excess of the above cancellation fees, we will charge a
cancellation fee that includes those additional costs.

Consumption tax

Consumption tax is charged separately.

Distribution platforms

The venue configuration and delivery platform, including operational systems, are subject to
change for certain reasons.

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**
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.

Contact
mail：sales@ml.itmedia.co.jp ITmedia Inc. Sales Division

The latest information on digital events.
https://promotion.itmedia.co.jp/plan