

Multi-company Sponsored Digital Events  
Development and Operation

2025  
May

# @IT Development Transformation Seminar Spring 2025

**5 Essential Requirements for IT Departments to Drive Business Transformation  
in the Era of Cloud Native and Generative AI**

(@IT Cloud Native Week x @IT Development Transformation Seminar successor event)

**Date of the event: June 4(Wed.), 2025 - June 6(Fri.), 2025**

**Application Deadline: March 28(Fri.), 2025**

Operated by IT Media Inc.

# Outline of the Event



## @IT Development Transformation Seminar Spring

5 essential requirements for IT departments to drive business transformation in the era of Cloud-Native and Generative AI

Business contribution of IT organizations in the era of cloud native and generative AI ----- This event will cover the “five essential requirements” for both offensive initiatives to create value and defensive initiatives to achieve quality and safety, and will provide information that will be useful for promoting digital transformation.

### Organizer



### Date

Wednesday, June 4, 2025 - Friday, June 6, 2025

### Order deadline

Friday, March 28, 2025

### Number of pre-registrants

Estimated 800

### Assumed viewers

IT department heads, management, corporate planning, internal information systems planners, development and policy makers, etc.

### Sponsorship plans

Platinum plan: JPY 3,800,000  
Gold plan: JPY 2,800,000  
All list plan: JPY 2,400,000

### Past results

@IT Development Transformation Seminar Fall 2024: [Report](#)  
@IT Cloud Native Week 2024 Summer Special Edition: [Report](#)  
*\*This event is the successor to the @IT Development Transformation Seminar and @IT Cloud Native Week.*

### 1-1: AI application development

#### How to develop AI applications: What you need to know now and what you can learn from the latest case studies

How will generative AI transform your business? What are the latest examples of AI applications using generative AI? Prerequisites for AI application development to extract the value of AI.

### 1-2: How to get started with Cloud Native

#### Learn from leading companies how to get started with cloud natives.

How are leading companies implementing cloud-native practices in the face of the need for stable system operation?

### 2: Low code development

#### Key points of correct low code

Points to note when developing low-code systems, which are essential for in-house production, and the role of the IT department.

### 3-1: Quality control and DevOps

#### “Aggressive quality management” and DevSecOps starting under limited resources

As more and more workplaces are required to reduce costs in addition to speed and responsiveness to change, he explains the key points of “aggressive quality management” and DevSecOps, which are useful for the development of society and companies even with limited resources.

### 3-2: Security to protect cloud natives

#### Security for protecting cloud native

What are the targets in a cloud native environment? What are the key points when protecting cloud native infrastructure? What you need to know about cloud native security to stay in business and contribute to your business.

## Purpose

As every business is being transformed by digital technology, software development and operations as digital services have become crucial issues for all companies.

In other words, the importance of IT organizations supporting business departments and driving business transformation is increasing. Now that the 2025 cliff has arrived, isn't the commitment to digital services a matter of corporate survival?

This event is a digital conference aimed at widely disseminating the challenges faced by IT organizations tackling transformation and providing hints to IT organizations about to start their transformation.

It aims to support people across various industries and sectors who support digital services and to serve as a guide for IT organizations to contribute to business and perform at their best in the era of cloud-native and generative AI.

Specifically, we will address the "five essential requirements" in offensive efforts for value creation and defensive efforts to ensure quality and safety, promoting digital transformation.

Offensive efforts will focus on AI application development, transforming architecture through cloud-native, and democratizing low-code development to promote collaboration with business departments.

Defensive efforts will include improving development quality and transformation through DevOps and automation, and exploring cloud-native security measures to defend platforms.

## Theme

Section **1-1** AI application development

Section **1-2** How to get started with cloud native

Section **2** Low-code development

Section **3-1** Quality management and DevOps

Section **3-2** Security to protect cloud natives

Please note that the content of this event is subject to change or cancellation without notice. If you have any questions, please contact our sales representatives.

# Time Table



Time	Length	June 4 (Wednesday)	Time	Length	June 5 (Thursday)	Time	Length	June 6 (Friday)
<b>13:00-13:40</b>	40min.	<b>Keynote speech 1-1</b> (AI application development)	<b>13:00-13:40</b>	40min.	<b>Keynote speech 2</b> (Low code development)	<b>13:00-13:40</b>	40min.	<b>Keynote speech 3-1</b> (Quality management and DevOps)
<b>13:50-14:20</b>	30min.	Sponsored session 1-1 (AI application development)	<b>13:50-14:20</b>	30min.	Sponsored session 2- 1	<b>13:50-14:20</b>	30min.	Sponsored session 3-1 (Quality management and DevOps)
<b>14:30-15:00</b>	30min.	Sponsored session 1-2 (AI application development)	<b>14:30-15:00</b>	30min.	Sponsored session 2-2	<b>14:30-15:00</b>	30min.	Sponsored session 3-2 (Quality management and DevOps)
<b>15:10-15:50</b>	40min.	<b>Keynote speech 1-2</b> (How to get started with Cloud Native)	<b>15:10-15:40</b>	30min.	Sponsored session 2-3	<b>15:10-15:50</b>	40min.	<b>Keynote speech 3-2</b> (Security to protect cloud natives)
<b>16:00-16:30</b>	30min.	Sponsored session 1-3 (How to get started with Cloud Native)	<b>15:50-16:20</b>	30min.	Sponsored session 2-4	<b>16:00-16:30</b>	30min.	Sponsored session 3-3 (Security to protect cloud natives)
<b>16:40-17:10</b>	30min.	Sponsored session 1-4 (How to get started with Cloud Native)	<b>16:30-17:00</b>	30min.	Sponsored session 2-5	<b>16:40-17:10</b>	30min.	Sponsored session 3-4 (Security to protect cloud natives)

\*If there are less than two sponsor sessions, the timetable (date and order of sessions) may be adjusted and the number of attendees may be changed.

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

# Sponsored Menu



	Platinum	Gold	All List	Section List
Sponsored session: Live broadcast + archive	●	●	-	-
Lead generation (All of the registrants )	Estimated 800	-	Estimated 800	-
Lead generation (Section of the registrants )	Estimated 350	Estimated 350 (Max 450)	-	Estimated 350 (Max 450)
Questionnaire by sponsor	●	●	-	-
Lead generation (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)	<b>JPY 3,800,000</b>	<b>JPY 2,800,000</b>	<b>JPY 2,700,000</b>	<b>JPY 2,000,000</b>

\* The number of attendees is an estimate.

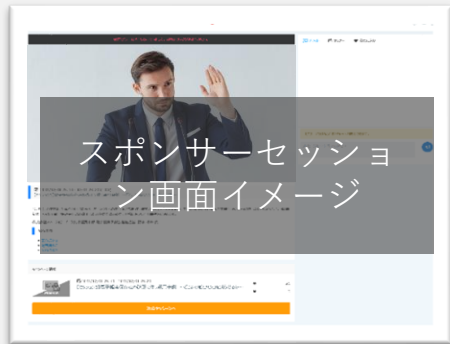
\* If the number of session sponsors for the entire seminar is less than 3, the event date and theme will be reduced.  
In such cases, the number of applicants may decrease due to the reduced size of the event.

\* If the scale of the event is reduced, the sponsorship price and items provided may be adjusted. Please understand in advance.

# Sponsored Menu Detail

## | Sponsored session

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



## | 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 1



## | 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](https://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 2



## | 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.

Detail:  
[go.itmedia.co.jp/l/291242/2024-06-14/2czswgv](https://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>

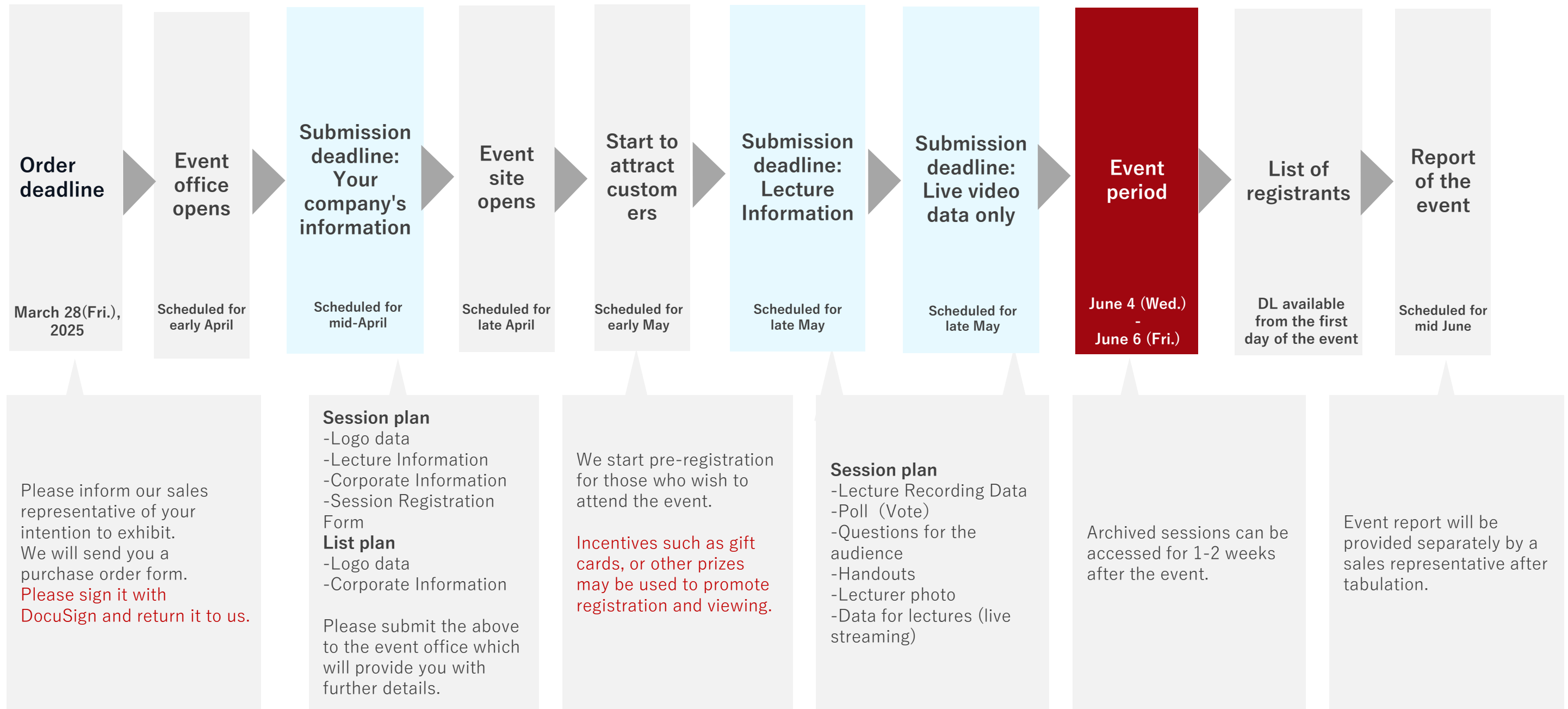
JPY **300,000**

※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.



## 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.

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



Contact

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