

Change the future with the power of your data!

# Executive Data Summit 2018

## Participation and Sponsorship Information

August 28th & 29th, 2018  
@Harajuku Togo-Kinenkan

Feb., 2018

# What is Executive Data Summit?

## Get together with the top executives to discover the challenges and the management resources of utilizing true data.

Marketing measures that maximizes data usage have their "ideals" and "realities". Variety of tools have been developed, and marketers have increased their expectations, but there are many cases where the desired results have not been met.

For example, unless the in-house operation is not fully prepared, it is difficult to make full use of data and tools. In order to solve these problems and to respond appropriately, approaching these challenges from the management side is crucial, not from the working level – which brings to an organizational change. Speed of this transformation is vital to compete in the modern enterprise.

Therefore, we would like to invite the CXOs and upper management from brand companies to join us for a day of exclusive meetings, conferences, and workshops. We look forward to see you at our Executive Data Summit.

### Overview

**Date:** August 28<sup>th</sup>(Tues.) and 29th (Wed.), 2018

**Venue:** Harajuku Togo-Kinenkaikan (Harajuku)

(JR Yamanote Line “Harajuku Stn”. Takeshita exit 3 min.,  
Tokyo Metro Chiyoda Line “Meijijingumae Stn.” No.5 exit 3min.)

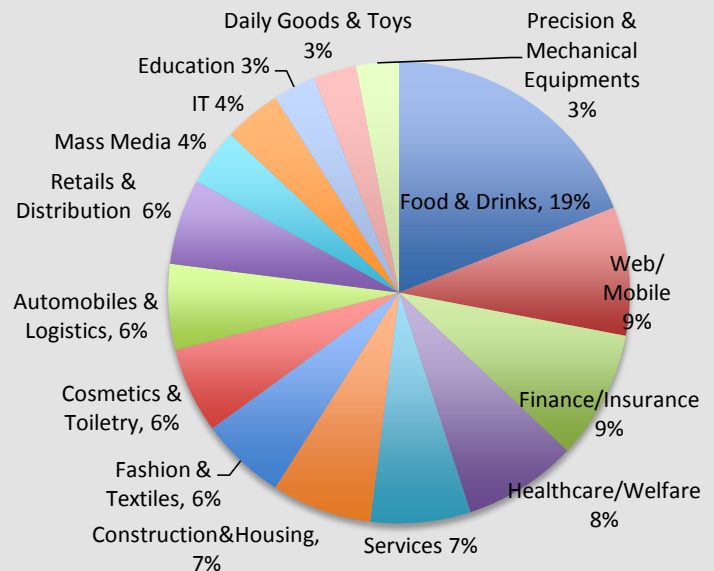
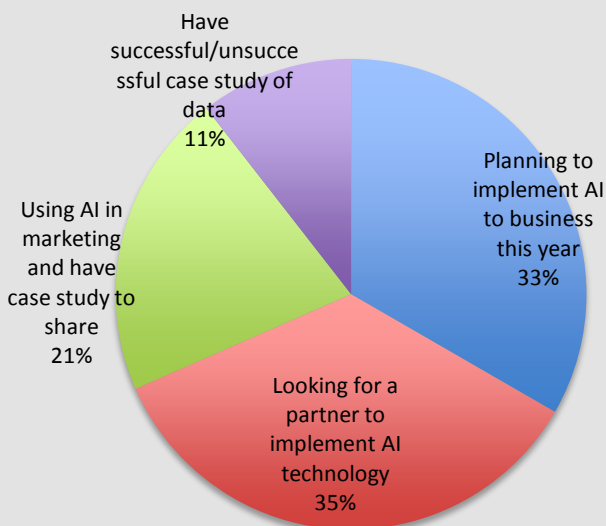
**No. of Invitation Attendees :** Approximately 80 people \*Conduct screening

**Invitation Given To:** CxO of Major BtoC Brand Company, Marketing Related Executives and General Managers and above

**Organizer:** Comexposium Japan

### Data of Participating Brand Companies

(From AI Data Summit 2017)



### Data Strategy

Brand companies that want to continuously strengthen their data strategies join in the exciting discussions. For the future of data strategies and business success, the realities and the ideals of utilizing data are revealed.

### Networking

We have invited only the chief officers and the upper management of the brand companies. Our focused programs will enhance the networks among the exclusive management class of various industries.

### Knowledge Sharing

From our workshops, discussions, and One-to-One Meetings, you will gain various perspectives and ideas that you cannot experience from just within your firm. You will gain hints for your business from our various case studies and discussions.

### Contents

“iMedia” summits are leading global business summits for executives, which are held in 11 cities of 7 countries. We discuss various high-level and advanced case studies and challenges to pursue business success.

### Agenda

\*Subject to change

Data utilization, Data analysis, AI, DMP, Data exchange, Data marketing skills, Importance of CDO, Organizational structure for data management, etc.

#### Day 1

12:30 Registration

13:00 Opening Keynote

13:50 Short Break

13:55 Premium workshop

14:55 Networking Break

15:15 Workshop

16:45 Networking Break

17:05 Closing Discussion

17:55 one to one meeting

19:25 Networking Dinner

#### Day 2

12:30 Registration

13:00 Opening Session

13:50 Short Break

14:00 one to one meeting

15:30 Networking Break

15:40 Workshop

16:10 Discussion

17:00 end

## Partnerships and Sponsorships



\*Tax not included in price.

Menu	Amount	Slot	No. of Pass	Content
Premium Sponsor	¥3,500,000	1	3	60 mins workshop and 3 passes
30 mins Workshop Sponsor	¥2,400,000	3	2	30 mins. workshop and 2 passes
10 mins Presentation Sponsor	¥950,000	4	1	10 mins. Workshop and 1 pass
Dinner Sponsor	¥1,000,000	1	1	Sponsor dinner party and 1 pass
Pass	¥450,000	45	1	Pass includes up to 2 One-to-one meeting

## What is One-to-one Meeting?



Partners can request up to 2 brand companies for an one-to-one meetings (15 min).

iMedia executive team will choose the arrangements based on the partner's request. The in depth one on one meetings will bring business opportunities on your table.

### 【Reference】iMedia summit one-to-one participants' voice

- The partner company researched about our brand before the meeting so we were able to have a beneficial discussion related to our brand. (Drinks)
- There were various people including sellers and partners. Our network with them expanded so we when we need to create business polices, we hope to contact them for further insights. (Cosmetics and Toiletry)
- From the panes discussions and presentations, we got the latest trend. We found out what we lack and got hints for our further approach to business. (Food)



**i**MEDIA  
SUMMIT JAPAN

**【Contact】**

iMedia Executive Data Summit Team  
Comexposium Japan K.K.  
6-15-1 Roppongi, Minato-ku, Tokyo  
Tel 03-5414-5430  
Fax 03-5414-5431  
Email [imedia@comexposium-jp.com](mailto:imedia@comexposium-jp.com)