

## Press Release

Feb. 28<sup>th</sup>, 2018

Comexposium Japan K.K.

### Asia's Largest Marketing Conference ad:tech Tokyo Celebrates 10<sup>th</sup> Anniversary Year Call for Official Speakers Opens

Comexposium Japan K.K. (Tokyo, Japan; Representative Director and President: Masato Taketomi), the organizer of global marketing conferences, has announced to hold ad:tech Tokyo 2018 on Oct. 4<sup>th</sup>-5<sup>th</sup>, 2018 at Tokyo International Forum. Asia's largest marketing conference will celebrate its 10<sup>th</sup> anniversary.



This year the concept will be “think at ad:tech”. Along with the themes of digital marketing, brand marketing, data/AI, commerce, contents, creative, and media, we will think and discuss the impact on consumers with digital integrated into marketing. Importance of basic of marketing, digital penetration in management, and resource development of digital generation will also be covered. The conference consists of keynotes, sessions, and exhibitions. The conference program for sessions – 6 categories consisting 52 sessions – has been announced along with the call for official speakers.

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## **Details:**

### ■ What is ad:tech?

ad:tech is a world class conference held in metropolitan cities such as New York, London, Singapore, Shanghai, Sydney, etc. Advertisers, brands, agencies, solution providers, media and various marketers join in this conference. Latest information and trends of ad-technologies and marketing management are discussed.

### ■ Summary of ad:tech Tokyo 2018

Date: October 4<sup>th</sup> - 5<sup>th</sup>, 2018

Location: Tokyo International Forum (Tokyo, Japan)

URL: <http://www.adtech-tokyo.com/en/>

### ■ List of Session Program and Categories

#### ●Track A: Digital Marketing

A-1 Demand grows for digital marketing - from management to supply chain

A-2 Making strategies and organizations data driven

A-3 Ideas of "Connected Era"

A-4 Is marketing coming to an end? - How to approach consumers

A-5 Be ambitious marketers! Know the business model of growing companies

A-6 Appeal to the senses! Designing customer experiences and approaches

A-7 How Omni channels should be to obtain royal customers

A-8 Scenario of video ads - from recognition to purchases

A-9 Technology and emotions

#### ●Track B: Brand Marketers

B-1 Self-score for 2018! How well did you achieve your goals?

B-2 Strategy to become revenue creators from cost centers

B-3 Convert your brand images and increase customers

B-4 Digital perspective of total communication

B-5 People need to function: team organization of agencies

B-6 To Tokyo 2020: strategies of advertisers

B-7 How do we train and hire digital marketing resources?

B-8 Real effect of brand lifts

B-9 Matching for the best: influencers and advertisers

#### ●Track C: Data/AI/Commerce

C-1 Distinguish AI and marketers

C-2 Society 5.0 Create business with data marketing

- C-3 Change policies seamlessly with data and index
- C-4 Data strategies of marketing for the digital era
- C-5 Progress customer data platforms - no more CRM failures!
- C-6 Rebuild retails and EC relationships in the digital era
- C-7 Implement conversational marketing
- C-8 Fusion of media and retails - storytelling of success
- C-9 Communication strategies for giant commerce platforms
- Track D: Contents/Creative/Media
- D-1 Countermeasures for consumers that avoid ads
- D-2 Searching trend for 2019 - women's purchasing motivation
- D-3 Growth strategies of comics and games
- D-4 Digital creative cannot just be fun?
- D-5 Revolution for UX of digital ads
- D-6 SNS managers! Important rules for 2019
- D-7 Going between real and digital - What millenniums really want
- D-8 Effective method for KPI of community management
- D-9 Marketing challenges: block chains and crypto currencies
- Track E: Basic
- E-1 Pitch contest of 2018 best owned media
- E-2 Revolutionary working styles for ad industry
- E-3 Adapt or die : how ad industry need diversity
- E-4 Gain statistical analysis skills for brand marketers
- E-5 Pitch contest of 2018 best applications
- E-6 What is the real "new thoughts"?
- E-7 Ads liked and disliked in the mobile era
- E-8 Direction for video ads - difference between failure and success
- Track F: Challenges
- F-1 Forbidden conversation of platformers
- F-2 Can you again trust media curation?
- F-3 How to check the transparency of digital ads
- F-4 Will broadcasters change?
- F-5 Leading consumers who do not know what they want
- F-6 Native ads: borders of no more ads
- F-7 Latest trends of programmatic ads
- F-8 Future of ad firms: ad firms vs. consulting firms

■ Applying for official speakers

Please apply from the entry form below. Deadline is end of March.

URL: [http://www.adtech-tokyo.com/ja/speakers\\_corner.html](http://www.adtech-tokyo.com/ja/speakers_corner.html)

■ Selection process for official speakers

Referring from the voices of the advisory board members, the categories and the program titles are carefully chosen to represent the latest trend and issues. Only top marketers who can discuss and share their knowledge and skills are selected as the official speakers. Official speakers are chosen from advertisers, media, agencies, solution partners, entertainment, and other industries. Last year, more than 200 speakers joined in on the stage. Since ad:tech is a global conference, ad:tech Tokyo welcomes and attracts many top notch speakers from around the globe.

■ About Comexposium Japan K.K.

Comexposium Japan K.K. is a subsidiary of Comexposium, which is one of the world's leading event organizers headquartered in France. Comexposium globally hosts more than 177 B2B and B2C events across many different sectors including food, agriculture, retail, e-commerce, fashion, security, digital, construction, high-tech, optics and transport. In over 30 countries, Comexposium welcomes more than 3 million visitors and 45,000 exhibitors annually.

<http://comexposium-jp.com/en/>