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ad·tech tokyo

For Press

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ad:tech Tokyo 2017: Call for Speakers is Now Open!
Asia's Largest Marketing Conference
Announcing This Year's Conference Program: "AI", "DATA",
"Reliability of Internet media", "Workstyle for Marketers" and More

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Comexposium Japan K.K. (Tokyo Japan, Representative Director and President, Masato Taketomi), the organizer of global marketing conferences, has announced the Conference Program for ad:tech Tokyo 2017, the largest global marketing conference in all Asia, being held at Tokyo International Forum (Yuraku-cho, Tokyo Japan) through October 17th (Tue)-18th (Wed), 2017. Along with this, we have opened the application for our official speakers. Anyone who wishes to join the event as one of our official speaker, should submit your information through the Official Speaker Application Form on the website of ad:tech Tokyo (http://comexposium-jp.com/en/) Please submit by March 24th, 2017 (Japan Time).

The categories and themes of ad:tech Tokyo's official contents are selected carefully, referring to the ideas of our Advisory Board Members, focusing on the essential knowledge for top marketers today. Only the marketers who can discuss and share their state-of-the-art knowledge, skills and information about each subject will be selected as a speaker. The biggest theme for this year will be "Reliability of the Media", "Transparency in Advertising", and "Workstyle and Career for Marketers".

Marketers from both Japan and overseas of various genre such as Brand Advertisers, Media, Agencies, Solution Providers, as well as Sports and Entertainment will come together as our official speaker. Last year, more than 200 marketers have joined us up on stage as a speaker.

ad:tech Tokyo welcomes entries from marketers around the globe in order to make this a place to experience the true value of diversity.

＜Conference Programs and Categories for ad:tech Tokyo 2017＞

【DAY1】

●Marketing

A-1　　"Mariage"of Digital Marketing and Branding

A-2　　Brand Lift Through Online Video

A-3　　New Creatives with Technology and Emotion

A-4　　How to Improve Cross-Device Targeting Skills

A-5　　How to Use Social Advertising and Mass Advertising from PR Point of View

●Data／AI

B-1　　Building Marketing Innovation with AI

B-2　　What Utilization of Anonymized Data Brings to Marketing

B-3　　Importance and Effect of Personal Data Mining/Geo-Information

B-4　　KPI of Digital Advertisement Leading from Customer Journey

B-5　　What Should the Marketer Do When Using AI Chatbot

●Contents

C-1　　How Do We Confront the Era of Free Contents & No Ads?

C-2　　From Quantity to Quality? How to Enhance Content Marketing

C-3　　How Should Curation Media Change?

C-4　　A Method for Transforming Content Creatives

C-5　　Points to Keep in Mind When Using Native Ads

●Mobile

D-1　　Marketing Strategy for Mobile-First World

D-2　　MOBILE ENGAGEMENT　～New Marketing Opportunity

D-3　　Communication Strategy with Smartphone Application

D-4　　Next Flow After Retargeting Advertisement

D-5　　Requirements for Mobile Web Video Advertisement

●Basic／HR

E-1　　Marketing Knowledge That Digital Marketer Does Not Know

E-2　　KPI Which Makes Successful Use of Influencer

E-3　　Masked Session: New Partnership Between Advertiser and Agency

E-4　　How to Go out with Third Party Data

E-5　　Search Marketing Tips

【DAY2】

●Marketing

A-6　　How Advertising Platform Changes with Globalization

A-7　　　Measuring the Effect of Digital and Mass Advertisement in Omni-Channel Era

A-8　　　How AI Changes User Experience

A-9　　　Restoring the Trust of Advertising Industry : Workstyle, Online Media and Transparency

●*Commerce*

B-6　　　How to Acquire New Customer in the New Connected Era

B-7　　　Change in Shopping Habits through Technology

B-8　　　How to Communicate Brands to Customers in Greater China

B-9　　　One to One Marketing by Marketing Automation

●*Media*

C-6　　　The Future of Programmaticization of TV Advertisement

C-7　　　Prediction of Social Media and Advertising Platform in the Next 3 Years

C-8　　　Team Building for Activation of Owned-Media

C-9　　　Television Media in 2019　〜Impact of Simultaneous Net Delivery

●*Creative*

D-6　　　Creating Customer Experience Value by Virtual Reality

D-7　　　Live Video That Brings High Effect to Brand

D-8　　　How Brands Should Have a Different Approach to Consumers in Regional and Urban Areas

D-9　　　How to Understand Social Behavior of GenZ

●*Basic／International*

E-6　　　Digital Marketing Strategy in Trump Presidential Period

E-7　　　Branding Long-Selling Products Using Digital

E-8　　　For Digital Marketers: How to Build Your Career Path

E-9　　　Branding vs Direct Marketing

Official Speaker Application Form : https://comexposium.wufoo.com/forms/r1txlvw50sfhf2n/

Please submit by : March 24th, 2017 (Japan Time)

■Event Detail

【ad:tech Tokyo 2017】

Asia's Largest Global Marketing Conference with over 15,000 Attendees

Date: October 17th-18th, 2017　　　Location : Tokyo International Forum (Tokyo, Japan)

Number of Attendees : 15,000+

URL : http://comexposium-jp.com/en/