













Session themes open for applications 1/2

Brand & Marketing	Media & Contents	Data & Technology	Retail & Commerce	People	ad:tech University
 <p>Branding/Marketing Creation/Brand Safety/Consumer Insights/Brand Measurements</p>	 <p>4 Mass Media/Web Media/Social Media/OOH/Owned Media/Influencers</p>	 <p>Adtech/AI/Data/Performance/GDPR/Privacy</p>	 <p>Retails/EC/Direct Marketing/D2C/ Customer Experience/OMO/Retail Tech</p>	 <p>Recruiting/Human Resource Development/ Organization</p>	 <p>Marketing Basics * Lecture Style</p>
BM1 Creating New Value with Customers - A Prescription for Co-Creation	MC1 The Future of the TV Media Business	DT1 Economic Zone of Platform Company ID vs. Economic Zone of Owned ID	RC1 The Trap of DtoC Branding - A Common 3rd Step Blunder	PP1 Development and Career Advancement of Digital Talent in a Shifting Enterprise	
BM2 "Brand Safety" - An Industry-Wide Initiative	MC2 What is Required for New Normal Content? - The Mind of a Presenter	DT2 Communication in the Age of Cookieless ~ What Comes Next?	RC2 Diversified E-commerce Platforms, from Mega to Minimal, and Their Successful Use	PP2 What is Necessary to Create Talents Skilled in Using AI?	
BM3 The Essence of Brand Purpose and Purpose Driven	MC3 eSports and the Advertising Business	DT3 Marketing the Weirdness	RC3 The Borders of Influencer Commerce Success	PP3 Building an Optimal "Marketing Department" Now, in 2021.	
BM4 Branding Formation Through Eco-System	MC4 The Essential Shift from "Digital vs. TV Commercials" to "Digital & TV Commercials"	DT4 The Challenges of Continued Growth in Digital Advertising: What's Needed to Ensure Safe Communication for Consumers	RC4 DX Innovation in Distribution - The beginning of Chapter 2	PP4 The Expanding Role of the Marketer - Considering the Three Missions	
BM5 What is the High Road of Marketing in the New Normal?	MC5 The Disruptive Power of Communication Using IP (Content)	DT5 Data Strategies for Platform Providers	RC5 What is Replacing the Physical Customer Experience that was Taken Away by the Corona Disaster?	PP5 Considering Diversity in the Marketing Industry	

Session themes open for applications 2/2

ad:tech tokyo

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 <p>Branding/Marketing Creation/Brand Safety/Consumer Insights/Brand Measurements</p>	 <p>4 Mass Media/Web Media/Social Media/OOH/Owned Media/Influencers</p>	 <p>Adtech/AI/Data/Performance/GDPR/Privacy</p>	 <p>Retails/EC/Direct Marketing/D2C/ Customer Experience/OMO/Retail Tech</p>	 <p>Advertising Marketing Expressions/Using Technology in Creativity</p>	 <p>Marketing Basics * Lecture Style</p>
BM6 How to Become a World-Class Brand with New Normal?	MC6 Media Contact in Households in the Post-Corona Era	DT6 Strategic Digital Marketing - Shifting Away from Solutions First	RC6 The Cutting Edge of Retail Technology to Connect Stores and Online	CR1 Future Forecast Discussion "Predicting Marketing 1.5 Years from Now ~AI & ITP Will Drastically Change the Future"	
BM7 Measuring Effectiveness After Marketing Initiatives: Do We Need a Unified Index?	MC7 Communication & Creativity in Audio Media	DT7 Balance Between Consideration of Privacy and Communication for Consumers	RC7 Increasing Cashless Payments: What We Can See from Purchase Data	CR2 What is the Difference Between BtoB Marketing and BtoC Marketing?	
BM8 How to Enhance Your Brand in a Cookieless World	MC8 Re-thinking the Use of Owned Media - Content Creation and Effectiveness Measurement	DT8 Part 2: How AI can Enrich Your Company	RC8 Large Corporations Take On the Challenge of DtoC Business	CR3 SDG's, Sustainability, Well-Being Management and Marketing	
BM9 Value Creation through Localization of Global Brands	MC9 Trends in Fan Marketing and Customer Success	DT9 Advertising Creativity with AI	RC9 Reconsidering UX in EC	CR4 "OMO's Current State - Where is It Now After the Corona Disaster?	
BM10 Digital Substitution of Real Experiences Under Covid-19	MC10 Consideration of the Merits and Demerits of Advertising Media That Are Becoming Entirely Operation-Based	DT10 Methods of Promoting DX With Enhanced Customer Experience (CX)	RC10 Future Inbound Policies for the Retail Industry	CR5 Where is Advertising Creativity Headed? ~Gender, Political Correctness, SDG's	