

## adtech-tokyo-2023 Session Themes

DAY1 10/19	Brand&Marketing		Media&Contents		Data&Technology		Next		Creative	
<b>theme</b>	Examine the Brand Image Required Today and Its Construction, Based on the Changes in the Consumer and Business Environment		Capturing the Ideal State of the Media And the New Relationship With Content, And Considering Communication Design That Grips the Hearts and Minds of Consumers		Thinking About Business Opportunities And Extending the Value of the Experience Through the Correct Use of Data And Technology		Deepen Your Understanding of the Latest Trends That Everyone Involved in Communication Should Know About		Focus on All "Creativity" in Brand Communication and Gain the Knowledge You Need to Know Now	
<b>1</b>	<b>BM1</b>	What Should Marketers Do During A Creeping Recession?	<b>MC1</b>	Who Are the Creators of the New Era in Television?	<b>DT1</b>	The Future of Japan It: Yahoo!, Line, and Rakuten Vision for the Future	<b>NX1</b>	WEB3 Frontline - The Next Steps for Growth	<b>CR1</b>	Potential and Challenges of Generative AI in the Creative Domain
<b>2</b>	<b>BM2</b>	Does the Purpose Lead to Action?	<b>MC2</b>	Expectations and Possibilities For Connected TV Gaining Attention	<b>DT2</b>	Now Is the Time for the Public and Private Sectors to Work Together for Japan's Dx	<b>NX2</b>	Well-being and Human Capital Management	<b>CR2</b>	U-30 Creators Talk About the Elements to Make a Global Hit
<b>3</b>	<b>BM3</b>	Marketing Management Through Empathy - The Boundary Between Real and Online	<b>MC3</b>	The Power of Sports Content and Its Marketing Appeal	<b>DT3</b>	De-idealization! The Current Cookieless Efforts of Various Companies	<b>NX3</b>	Learning and Possibilities From The Global South	<b>CR3</b>	Short Video Creative That Inspires Reactions
<b>4</b>	<b>BM4</b>	How to Create a Corporate Message In the Midst of Transforming Value Offerings	<b>MC4</b>	The Relationship Between Laughter and Engagement	<b>DT4</b>	The Value and Ethics of Data in the Age of Generative AI	<b>NX4</b>	Off the Record! Sharing The Failure and Lessons Learned From It	<b>CR4</b>	What Is Required of CM Creatives Today?

DAY2 10/20	Brand&Marketing		Media&Contents		Data&Technology		Retail&Commerce		People	
<b>theme</b>	Examine the Brand Image Required Today and Its Construction, Based on the Changes in the Consumer and Business Environment		Capturing the Ideal State of the Media And the New Relationship With Content, And Considering Communication Design That Grips the Hearts and Minds of Consumers		Thinking About Business Opportunities And Extending the Value of the Experience Through the Correct Use of Data And Technology		Explore New Business Opportunities Created by Evolving and Extending Consumers' Purchasing Behavior		Considering How to Create a Marketing Organization That Strengthens the Brand	
<b>1</b>	<b>BM5</b>	Consider the Usefulness of Brand Value as Non-financial Information (Non-financial Capital)	<b>MC5</b>	It's Not Just Generation Z - What Does Over 70, Which Has Ushered in an Era, Have in Store for Us?	<b>DT5</b>	AI Applications for Social Platforms ~ Algorithm Friendly and User Friendly	<b>RC1</b>	Will Retail Media Take Root in Japan? ~The Relationship Between Trade Marketing and Brand Marketing	<b>PP1</b>	Rethinking Diversity - Age, Gender, Parallel Careers, Digital and Non-digital
<b>2</b>	<b>BM6</b>	Agile Marketing Practice Companies Today	<b>MC6</b>	Marketing Media in Post-capitalism	<b>DT6</b>	Current State of "As a Service" - Is the Accumulated Data Being Utilized?	<b>RC2</b>	Post-corona Store Marketing - How to Create Reasons to Come to the Store	<b>PP2</b>	Marketers' Careers~How the Value of Marketers Has Changed and How They Should Be Developed
<b>3</b>	<b>BM7</b>	Making Sustainability X Marketing the Norm	<b>MC7</b>	Why Did K-Pop Take the World? ~Content That Can Compete Globally	<b>DT7</b>	Marketing & Data Solving Social Issues	<b>RC3</b>	Post-corona Store Marketing - How to Create Reasons to Come to the Store	<b>PP3</b>	Competencies Required in the Generative AI Era
<b>4</b>	<b>BM8</b>	The Role of Marketing in Business Creation and Innovation Generation	<b>MC8</b>	Summary 2020~2023 - What Has Changed in the World and What Have We Not Overcome?	<b>DT8</b>	Countermeasures for Evolving Adfraud and Brand Risk	<b>RC4</b>	Customer Success and Loyalty Programs - What It Takes to Build Long-Term Fans	<b>PP4</b>	The Potential for Job-Based Employment in Japan and the Role of Marketers