

Brand&Marketing Constructing the desired brand image out of the analysis of the changing consumers and business environments

- BM1 Turning Empathy into Revenue
- BM2 Balancing Consistency and Change in Brand Strategy
- BM3 From Cost to Investment: Rethinking Marketing KPIs
- BM4 Discovering and Creating New Markets
- BM5 What Makes a Brand “Chosen” by AI
- BM6 Detecting Signals: How to Uncover Emerging Customer Needs
- BM7 Brand Safety in the Age of Outrage
- BM8 Connecting the Dots: Storytelling Across Fragmented Touchpoints

Media&Content Envisioning the ideal media and its new relationship with content, designing communication that captures the hearts of consumers

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- MC2 The New Frontier of Influencer-Led Advertising
- MC3 The Power of Sports in the Empathy Economy
- MC4 Monetizing Fandom: Turning Communities into Revenue
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- MC7 Redefining Reach in a Fragmented Media Landscape
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Data, Technology & AI Reimagining decision-making, operations, and customer engagement through data and AI to drive business growth and expand experience value

- DT1 Agentic AI: Reshaping Marketing from Planning to Purchase
- DT2 AIO: Optimizing for the Age of AI
- DT3 The Hidden Cost of Automation
- DT4 Personalization vs. Delight: Finding the Balance
- DT5 Rethinking KPIs: What to Keep, What to Drop
- DT6 From Insights to Action: Making Data Work
- DT7 AI and Creativity: Scaling Without Losing Quality
- DT8 How Far Can AI Understand Human Emotions?

CX & Design Exploring how to design customer experiences, emotions, and relationships across fragmented touchpoints to create meaningful value

- CD1 Designing Unified Customer Experiences Across Channels
- CD2 Data Usage vs. Trust: Where Is the Line?
- CD3 Brand Purpose in Action: How Far Should Companies Go?
- CD4 Designing Experiences That Build Lasting Relationships

Retail&Commerce Seeking new business opportunities arising from the evolution and expansion of customer buying behavior

- RC1 Retail Media: Where Advertising Meets Commerce
- RC2 Where Do New Customers Come From?
- RC3 Is Agentic Commerce Becoming Reality?
- RC4 From Transactions to Relationships: The Future of Commerce

Japan & International Focusing on the Japanese market, consumer insights, corporate marketing, and branding, as well as discussing internationally notable topics

- J11 Why Japan, Why Now? Understanding Its Global Appeal
- J12 Entertainment as a Gateway to Global Markets
- J13 Winning Globally: Balancing Localization and Brand Identity
- J14 Beyond Tourism: Turning Visits into Lasting Relationships

People & Organization Rethinking the role of people and organizations in the AI era, and evolving the structures, skills, and culture that drive marketing forward

- PO1 The Future Role of Marketers in the AI Era
- PO2 HR × Marketing: Rethinking Talent Strategy
- PO3 In-House or Agency? Finding the Right Balance
- PO4 How Marketing Organizations Evolve—and What Must Endure in the Age of AI

Brand&Marketing

Constructing the desired brand image out of the analysis of the changing consumers and business environments

BM1 Turning Empathy into Revenue

How does emotional connection translate into measurable business impact? This session explores how brands can design, track, and scale empathy-driven experiences that lead to conversion, loyalty, and growth.

BM2 Balancing Consistency and Change in Brand Strategy

How can brands evolve without losing their core identity? We' ll examine how to define what must remain constant versus what should adapt across markets, channels, and time.

BM3 From Cost to Investment: Rethinking Marketing KPIs

Marketing is often treated as an expense due to flawed measurement. This session rethinks KPI frameworks to align marketing with long-term business value and growth.

BM4 Discovering and Creating New Markets

Growth is no longer driven by expanding existing demand, but by creating new markets. This session explores how redefining categories and shifting customer perceptions unlock new opportunities, and what role marketers play in making it happen.

BM5 What Makes a Brand “Chosen” by AI

As AI intermediates decisions, brands must be selected not only by people but by algorithms. We' ll explore how visibility, credibility, and data shape AI-driven recommendations.

BM6 Detecting Signals: How to Uncover Emerging Customer Needs

Customer needs often appear as weak signals before becoming trends. Learn how to combine data, social insights, and frontline intuition to identify new opportunities early.

BM7 Brand Safety in the Age of Outrage

In an era of rapid backlash, how should brands navigate risk? This session examines proactive governance, response strategies, and decision-making under uncertainty.

BM8 Connecting the Dots: Storytelling Across Fragmented Touchpoints

With customer journeys becoming non-linear, storytelling must connect across channels. We' ll explore how to operationalize narrative consistency across complex ecosystems.

Media&Content

Envisioning the ideal media and its new relationship with content, designing communication that captures the hearts of consumers

MC1 Media Strategy Without Mass

As mass media declines, how do brands build reach and shared moments? This session redefines media planning in a fragmented, personalized landscape.

MC2 The New Frontier of Influencer-Led Advertising

Using influencer posts as ad creatives is reshaping digital advertising. This session examines how native content can drive stronger engagement and how brands are scaling this approach to deliver measurable results.

MC3 The Power of Sports in the Empathy Economy

Sports remains one of the few shared experiences at scale. Learn how brands can tap into emotional communities and convert engagement into economic value.

MC4 Monetizing Fandom: Turning Communities into Revenue

How can brands generate revenue without breaking trust? This session explores sustainable models for community-driven growth.

MC5 Winning in a Zero-Click World

As AI and platforms reduce clicks, how should content evolve? We' ll explore strategies for visibility, trust, and value beyond traffic.

MC6 IP Strategy: Dependency or Co-Creation?

IP can accelerate growth—or dilute brand identity. We' ll explore how to co-create value instead of relying on borrowed attention.

MC7 Redefining Reach in a Fragmented Media Landscape

Reach is no longer just about scale. This session explores quality, overlap, and contextual impact in modern media planning.

MC8 Trust in Advertising: Transparency in the Age of Automation

Automation improves efficiency but challenges accountability. We' ll discuss how to rebuild trust through transparency and governance.

Data, Technology & AI

Reimagining decision-making, operations, and customer engagement through data and AI to drive business growth and expand experience value

DT1 Agentic AI: Reshaping Marketing from Planning to Purchase

AI is moving from assistant to decision-maker. Explore how agentic systems are transforming marketing execution and customer interaction.

DT2 AIO: Optimizing for the Age of AI

SEO is evolving into AI Optimization. Learn how content, reputation, and experience influence AI-driven discovery.

DT3 The Hidden Cost of Automation

Automation creates new invisible work. We' ll explore how to redesign processes to truly improve productivity.

DT4 Personalization vs. Delight: Finding the Balance

Does optimization reduce discovery? This session examines how to balance efficiency with emotional engagement.

DT5 Rethinking KPIs: What to Keep, What to Drop

Too many metrics slow decision-making. Learn how to focus on what truly drives impact.

DT6 From Insights to Action: Making Data Work

Many organizations stop at analysis. We' ll explore how to embed data into real decision-making processes.

DT7 AI and Creativity: Scaling Without Losing Quality

AI enables scale—but who decides what' s good? This session explores curation, taste, and creative leadership.

DT8 How Far Can AI Understand Human Emotions?

AI can now respond in human-like ways—but does it truly understand emotions? This session explores its limits and how it should be used alongside human insight.

CX & Design

Exploring how to design customer experiences, emotions, and relationships across fragmented touchpoints to create meaningful value

CD1 Designing Unified Customer Experiences Across Channels

How do you create a seamless experience across online and offline? This session focuses on integration from a customer perspective.

CD2 Data Usage vs. Trust: Where Is the Line?

How much data is too much? We' ll explore ethical and practical boundaries in customer data usage.

CD3 Brand Purpose in Action: How Far Should Companies Go?

Purpose matters—but how far should brands engage? This session explores alignment between values, business, and customer experience.

CD4 Designing Experiences That Build Lasting Relationships

Memorable experiences drive long-term value. Learn how to design for emotional impact and retention.

Retail & Commerce Seeking new business opportunities arising from the evolution and expansion of customer buying behavior

RC1 Retail Media: Where Advertising Meets Commerce

Retail media is redefining marketing. Explore how data-driven commerce environments reshape strategy and execution.

RC2 Where Do New Customers Come From?

Acquisition is getting harder. This session explores emerging touchpoints and strategies for new customer growth.

RC3 Is Agentic Commerce Becoming Reality?

Will AI shop for us? Explore the current state and future of AI-driven purchasing behavior.

RC4 From Transactions to Relationships: The Future of Commerce

Commerce is shifting from selling to relationship-building. Learn how experience and data drive long-term value.

Japan & International Focusing on the Japanese market, consumer insights, corporate marketing, and branding, as well as discussing internationally notable topics

J11 Why Japan, Why Now? Understanding Its Global Appeal

Japan's value is being rediscovered globally. This session explores the underlying drivers and opportunities.

J12 Entertainment as a Gateway to Global Markets

Content and IP are becoming entry points to global expansion. Learn how brands leverage entertainment for market entry.

J13 Winning Globally: Balancing Localization and Brand Identity

How do brands adapt without losing themselves? This session explores scalable global brand strategies.

J14 Beyond Tourism: Turning Visits into Lasting Relationships

How can inbound experiences lead to long-term engagement? Explore strategies that connect travel to ongoing customer relationships.

People & Organization Rethinking the role of people and organizations in the AI era, and evolving the structures, skills, and culture that drive marketing forward

PO1 The Future Role of Marketers in the AI Era

As AI evolves, so does the marketer's role. We'll explore what remains uniquely human.

PO2 HR x Marketing: Rethinking Talent Strategy

Talent is a brand issue. Learn how HR and marketing collaborate to attract and retain people.

PO3 In-House or Agency? Finding the Right Balance

What should brands own vs. outsource? This session explores optimal collaboration models.

PO4 How Marketing Organizations Evolve—and What Must Endure in the Age of AI

AI is reshaping marketing roles and skills. This session explores how organizations evolve while retaining knowledge, values, and human insight.