

Business Forum can open doors for you in Japan through our Japan-based “Targeted Business Seminars”



Plan seminar programs
Which generate
**genuine target
customers**



Gather Japanese
decision makers
from our extensive
database of over
250,000 executives

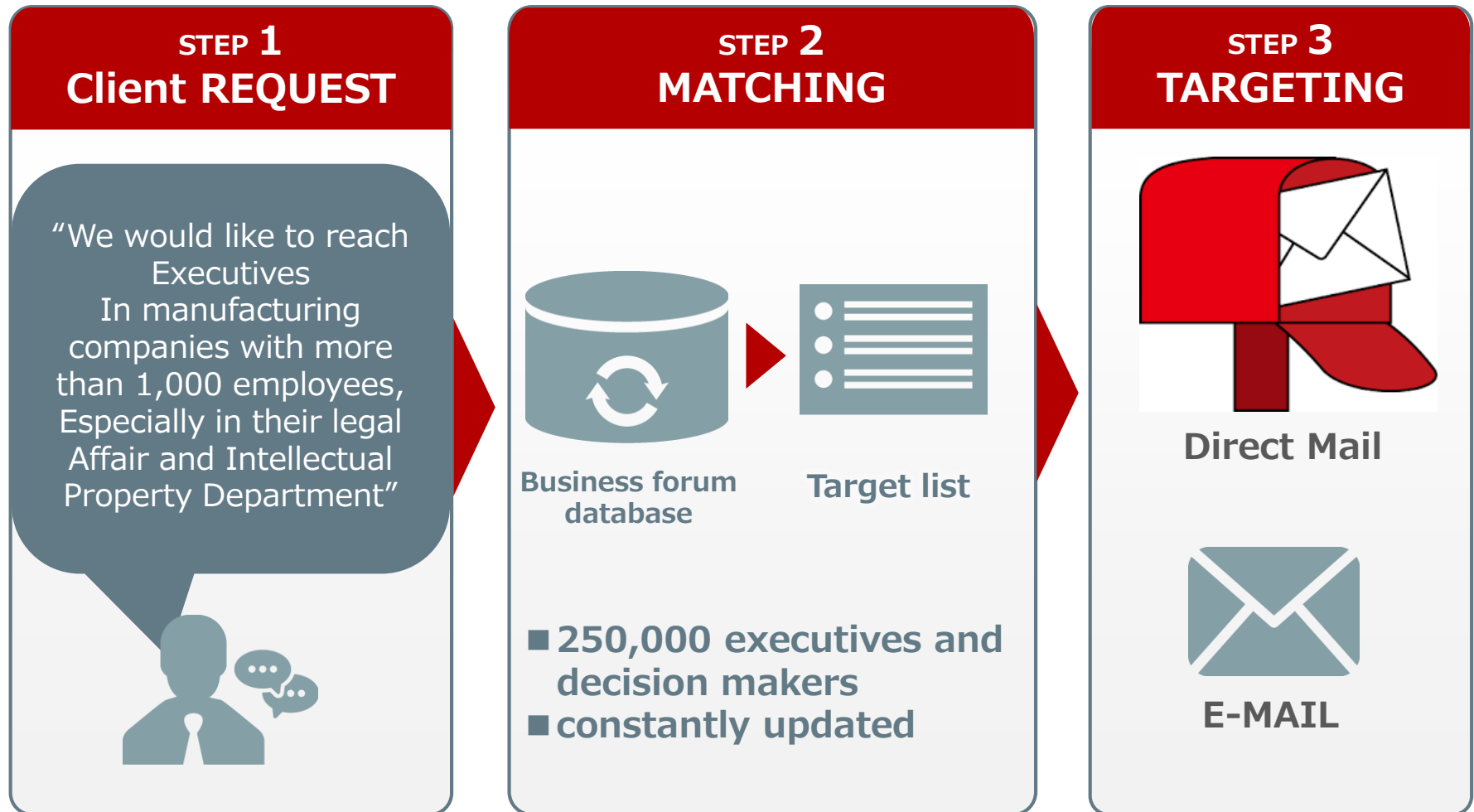


Access prominent
speakers who most
**pertinently match
your theme**



Attracting targeted decision makers

Attracting targeted decision makers from our database



Type of Seminar

Type A INVITATION ONLY ROUNDTABLE



Venue:
Five-star hotel

Attendees:20

Time Schedule Sample

13:30-14:00	Opening
14:00-14:40	Keynote by Host
14:40-15:20	Guest Speaker Session
15:20-15:40	Coffee Break
15:40-17:00	Discussion
17:00-17:10	Closing

Type B TARGETED SEMINAR



Venue:
Conference Facility

Attendees:150

Time Schedule Sample

14:00-14:10	Opening
14:10-15:00	Keynote
15:00-15:45	Host session
15:45-16:05	Coffee Break
16:05-16:55	Guest Speaker Session
16:55-17:00	Closing

Total support for the production of Executive Business Seminars

Planning

Overall Planning coordinating and scheduling

Assigning Guest Speaker

Designing and creating promotional material (design fee and printing fee included)

Organizing

Organizing Seminar

Venue Arrangement and Preparation
Preparation of material and equipment

Office Support

Office for application

Web-site page will be open for the seminar

Promotion

Generating participants by direct mail and e-mail from our original database

Operation

On the day reception and event direction

Handling of all handout materials

MC, Guide staff, Speaker attendants

Champaign!!

■ ~~3,800,000JPY~~ → 3,500,000 JPY
(44,781SD)

+ actual expense

Venue & Translation fee

- Venue fee
 - Food and Drink fee for after-party
- Translation booth and translator fee
- other display material, if needed

Honorarium

- Lecture fee
- Transportation expenses

Seminar handouts printing

- Lecture handouts printing fee
- Questionnaire printing fee

■ **Type A** **4,850,000 JPY**
 62,168 SD
 (estimate)

■ **Type B** **5,800,000 JPY**
 74,346 SD
 (estimate)

Past Seminar Sample :Executive marketing Seminar in Japan

◎TOTAL ATTENDEE; 202

Company ; excerpt

- ✓ Ajinomoto Co., Inc.
- ✓ Panasonic Corporation
- ✓ Hitachi, Ltd.
- ✓ BRIDGESTONE CORPORATION
- ✓ TOSHIBA CORPORATION
- ✓ Teijin Limited
- ✓ JAPAN TOBACCO INC.
- ✓ FUJIFILM Holdings Corporation
- ✓ Takeda Pharmaceutical Company Limited.
- ✓ Mitsubishi Motors Corporation etc.

Department and Title ; excerpt

- ✓ Chief Marketing Officer
- ✓ Executive Officer Marketing General Manager
- ✓ Managing Executive Officer
- ✓ Marketing Department Manager
- ✓ Corporate Planning Department Manager
- ✓ Information Systems Department Manager
- ✓ Senior Vice President,
Retail Business Promotion Department
- ✓ Promoting Business Reform Department Manager
- ✓ Sales Planning Department Manager etc.

Executive Business Seminar

Management & Marketing to win in the digital era

PROGRAM



13:30
-14:30

Guest Speaker Session 1

Lawson's digital strategy to realize the new generation convenience store

- 1000日全員実行プロジェクトー製造小売業への転換
- 次世代コンビニへの進化のシナリオ
- デジタル時代に経営に求められる変革とは

Takuya Shiraishi
Operating officer, LAWSON, INC.
President & CEO, LAWSON DIGITAL INNOVATION INC.



14:30
-15:10

Keynote Session by Host

Things to action for improvement customer experience

- 顧客の成長、企業とのコミュニケーション方法の変化
- 顧客コミュニケーションを中心に据えた Experience Business の時代を切り拓くために
- 今後進むべきデジタルマーケティングの方向性のヒント

Keisuke Anzai
Product evangelist & senior consultant
Adobe Systems



15:10-15:30

Coffee Break

15:30
-16:30

Guest Speaker Session 2

B2B marketing of GE Healthcare

- 重要な顧客接点であるWebの活用とビジネスチャンスの拡大
- 顧客に「一貫した顧客体験」を提供するために
- マーケティングが企業経営に与える効果と価値

Atsushi Iimuro
Life science chief digital marketing evangelist ,GE Healthcare



Executive Business Seminar

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5