

# 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

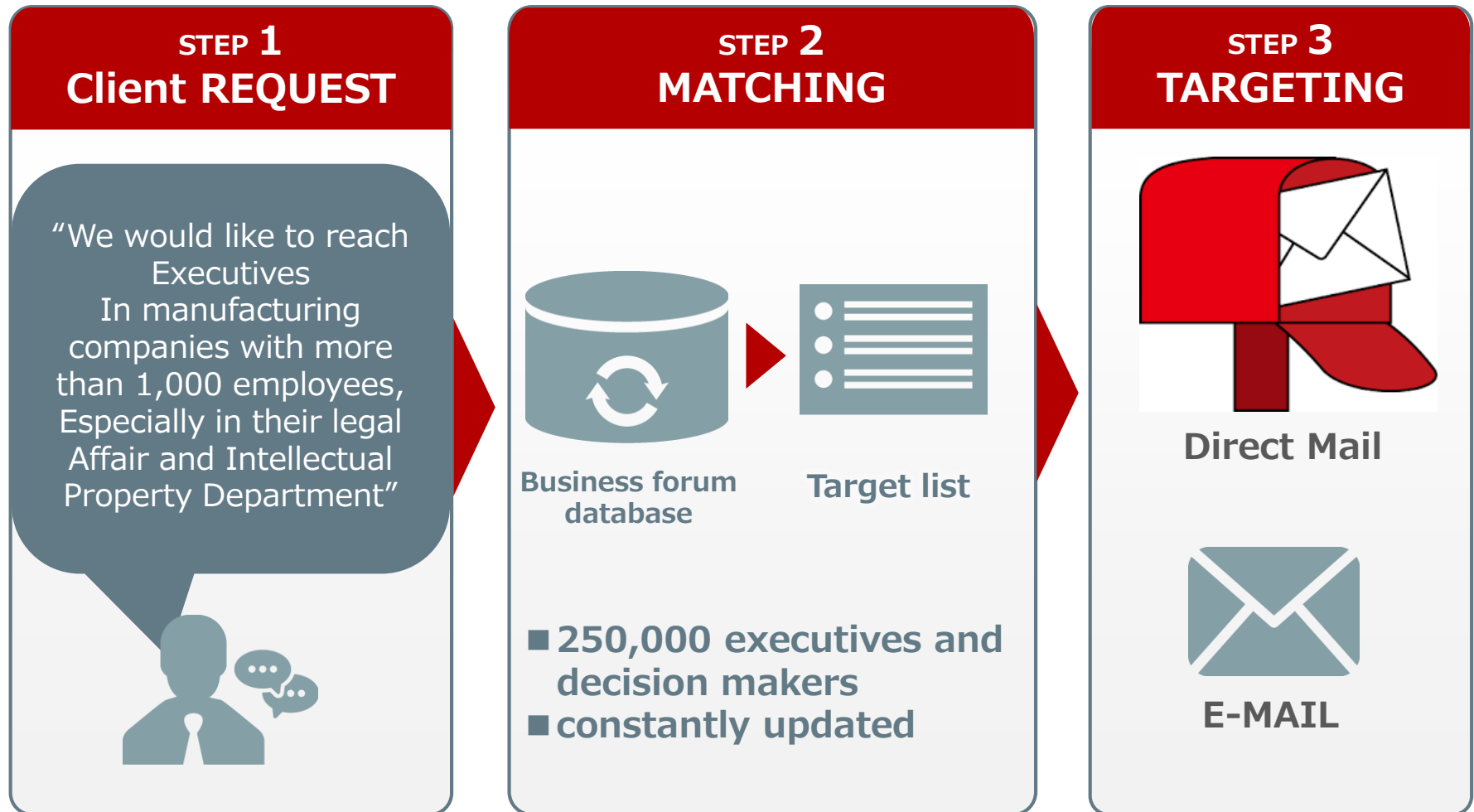


Access prominent  
speakers who most  
**pertinently match  
your theme**



# 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	<b>Keynote by Host</b>
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	<b>Host session</b>
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  
(32,270 USD)

+ 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**  
                          **44,717 USD**  
                          **(estimate)**

■ **Type B**      **5,800,000 JPY**  
                          **53,476 USD**  
                          **(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拡大
- 顧客にー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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