

# iMEDIA BRAND SUMMIT

Tour : September 10<sup>th</sup> – September 15<sup>th</sup>

@ Coronado, California

This Year's Theme

How to  
Evolve with  
Today's Consumer



## 【ツアー企画概要】

会場

: Loews Coronado Bay Resort

住所

: 4000 Coronado Bay Road Coronado, California 92118

ツアー日程

: 2016年9月10日(土) 日本発- 15日(木) \* 日本着

Brand Summit開催日程: 2016年9月11日(日) - 14日(水)

参加者

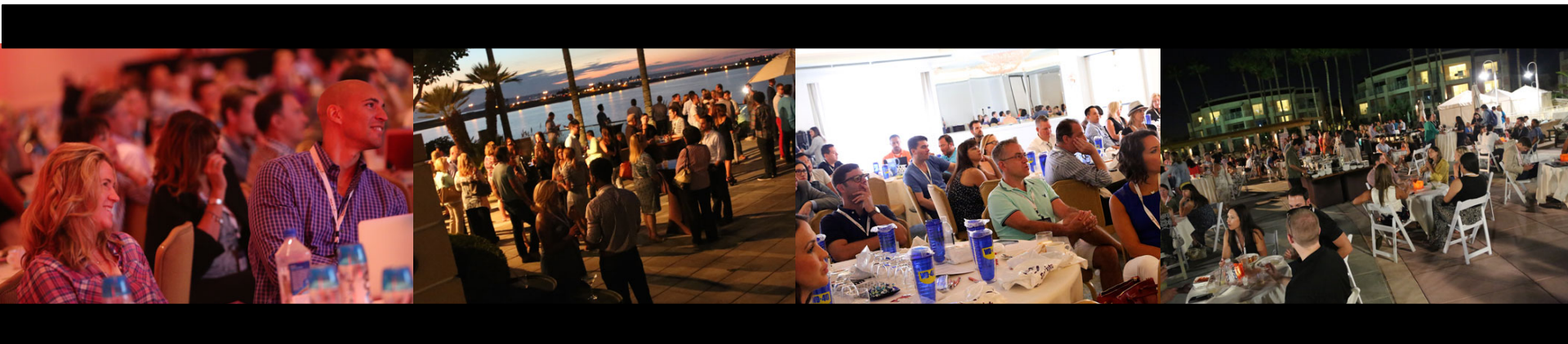
: ブランド120名 / パートナー180名 (予定)

参加費

: 65万円 (税別) (サミット参加費、宿泊代、税込み) \* 飛行機代は自己負担

参加申し込み

: <https://comexposium.wufoo.eu/forms/2016-aaaacaeaaaaa/>



## 【プログラム】

- ・キーノートセッション
- ・各種プレゼンテーション
- ・ケーススタディ
- ・パネルディスカッション
- ・ラウンドテーブルディスカッション
- ・One to One ネットワーキング
- ・リクリエーション
- ・ネットワーキングパーティ (ディナー、カクテルパーティ)

The logo for iMEDIA BRAND SUMMIT features a stylized mountain range icon above the text. The word 'iMEDIA' is in a large, bold, sans-serif font, with the 'i' in red and 'MEDIA' in black. Below it, 'BRAND SUMMIT' is written in a smaller, all-caps, sans-serif font.



## Why Brand Summit Today? / なぜ今ブランドサミットなのか

今日の顧客は理想が高い。  
新しいプラットフォームやアプリに鋭い速さ且つ柔軟にアダプトし、自分の好きなブランドが自分の好みや欲しい情報をわかっていていながら、プライバシーの距離間をちょうどほどよく保ってくれることを望んでいる。もし、少しでも気に触る経験をしようものなら、あっさりとした他のブランドに移ってしまうほどデマンドが高い。

*Today's customers have high expectations, to say the least. They adopt new platforms and apps at a staggeringly quick rate, expect the perfect blend of personalization and privacy from their favorite brands, and can leave a brand quickly after a negative experience.*

このブランドサミットでは、マーケター達がこの高い理想を理解し、そのニーズを提供するため、今の顧客の行動、態度、習慣の変化について議論。

*At this iMedia Brand Summit, we'll address the changing consumer behaviors, attitudes, and habits that marketers must understand in order to meet those expectations.*

最新動向と必要条件に適切に対応するために、マーケター達がどのように多様なツールや戦略を使いこなすべきか。顧客のトレンド - 彼らのneeds, wantsそしてdesireを外側から捉える。

*We're looking externally at consumer trends -- their needs, wants, and desires -- and how marketers can use the tools and tactics at their disposal in order to address emerging trends and requirements.*



# Agenda

## Saturday, September 10, 2016

6:30 PM - 7:30 PM Cocktail Reception (Brand Marketers Only)  
7:30 PM - 9:00 PM Dinner (Brand Marketers Only)

## Sunday, September 11, 2016

7:30 AM - 9:30 AM Breakfast (Brand Marketers Only)  
9:30 AM - 12:00 PM Marketer-Only Meeting More  
Marketer-Only Meeting

Senior brand marketers shouldn't miss the pre-summit Marketer-Only Meeting, a candid and intimate town hall working session that gets to the root of major challenges and provides a platform for ongoing peer-to-peer networking. Kicking off with a VIP dinner and reception Saturday, September 10, this action-packed day will leave you inspired, energized and ready to tackle the iMedia Brand Summit!

12:00 PM - 1:00 PM Lunch (Brand Marketers Only)  
1:00 PM - 3:00 PM Marketer-Only Meeting More  
Marketer-Only Meeting

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3:00 PM - 7:30 PM Registration Desk Opens  
5:45 PM - 7:00 PM Sponsored Presentations (Brand Marketers Only)  
7:00 PM - 9:00 PM Welcome Reception & Dinner  
Brought to you by: Accordant Media

## Monday, September 12, 2016

7:30 AM - 8:00 AM Breakfast Breakfast (Brand Marketers Only)  
7:30 AM - 9:00 AM Seller Breakfast  
8:00 AM - 9:00 AM Sponsored Presentations Breakfast (Brand Marketers Only)

9:00 AM - 9:30 AM Networking Break  
9:30 AM - 9:45 AM Welcome Remarks from iMedia  
9:45 AM - 10:15 AM Keynote  
10:15 AM - 10:45 AM Panel Discussion  
10:50 AM - 11:00 AM Transition Break  
11:00 AM - 11:30 AM Spotlights  
11:30 AM - 11:35 AM Transition Break  
11:35 AM - 12:05 PM Spotlights (Repeated)  
12:05 PM - 1:10 PM Lunch (Boxed)  
1:10 PM - 3:00 PM A by-appointment networking program for buyers and sellers, during which each has an opportunity to participate in a series of 10-minute introductory meeting.  
More  
What are one:one meetings?

one:one is a unique and invaluable by-appointment networking program connecting influential, qualified media buyers with innovative, forward-thinking solution providers.

one:one provides a fantastic opportunity to pre-schedule meetings with the clients and partners that will take your business to the next level. In order to make the most of the one:one program, we recommend registering for this event early to view the attendee list and secure meetings with the most relevant companies.

3:00 PM - 6:30 PM Recreation & Free Time  
6:30 PM - 7:30 PM Cocktail Reception  
7:30 PM - 9:00 PM Dinner

# Agenda (as of April 8<sup>th</sup>, 2016)\*Schedule subject to change.

## Tuesday, September 13, 2016

7:30 AM - 8:00 AM Breakfast (Brand Marketers Only)  
7:30 AM - 9:00 AM Seller Breakfast  
8:00 AM - 9:00 AM Sponsored Presentations (Brand Marketers Only)

9:00 AM - 9:30 AM Networking Break  
9:30 AM - 9:40 AM Welcome Back from iMedia  
9:40 AM - 10:10 AM Keynote  
10:15 AM - 10:35 AM Debating the 'I' in Marketing 'ROI'  
10:40 AM - 11:10 AM Panel Discussion  
11:15 AM - 11:40 AM Presentation  
11:45 AM - 12:00 PM Transition Break  
12:00 PM - 12:30 PM Master Tracks  
12:30 PM - 1:30 PM Lunch  
1:30 PM - 2:30 PM Town Hall & Group Discussions  
2:30 PM - 2:50 PM Transition Break  
2:50 PM - 4:40 PM A by-appointment networking program for buyers and sellers, during which each has an opportunity to participate in a series of 10-minute introductory meeting. More What are one:one meetings?

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4:40 PM - 7:00 PM Free Time  
7:00 PM - 1:00 AM Shuttles to Gaslamp (Downtown San Diego)  
Event Sponsors

## Wednesday, September 14, 2016

Departure

## Sponsors as of April 8<sup>th</sup>, 2016

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