Announcing the Call for Official Speakers for ad:tech tokyo 2024 (Deadline: May 31st)

An Overviewing Conference of the Advertising and Marketing Industry in its 16th Year

Comexposium Japan K.K., the organizer of global marketing conferences, has announced to hold ad:tech tokyo 2024 from October 16-18 at Tokyo Midtown and the Ritz-Carlton, marking the event's 16th anniversary. This year, the conference will also feature English sessions for international and fluent Japanese marketers. Speaker applications are due by May 31, 6:00 PM JST. Top session awards will be presented on October 18, with recognition on stage and via the event's official account.

- Being an ad:tech official speaker

Official ad:tech speakers are representatives of national and international experts who discuss industry-wide issues raised by the ad:tech tokyo's Advisory Board Members. The speakers are pro bono, and this tradition has been followed at all previous ad:tech events in 11 cities across seven countries around the world. Official speakers are entitled to the Speaker Pass, which includes access to the official conferences (worth 220,000 JPY) and allows the speakers to join all ad:tech tokyo content, including the networking parties, without any cost.

- Two types of official speaker roles you can apply for

(1) Moderator
The moderator's role will be to facilitate the session through to the day of the event for a fruitful official session.
Discuss session topics deeply with other speakers and summarize session take-aways.
You will submit session highlights and summaries, arrange meetings with speakers, decide on the structure of the session, compile presentation slides from other speakers, and submit final presentation slides to the Show Office.

(2) Speaker
Speakers are expected to follow the moderator's lead, summarize your findings in accordance with the session theme and take-aways, and prepare for your presentation slides to make it a fruitful session.

- ### Official Speaker Selection Process

1. The Advisory Board and the ad:tech tokyo Content Team will decide on the conference program which the candidates can apply for.
2. Apply to the 'official speaker entry form'
　【Important】For the First-Time Speakers
We will be conducting a video screening.
Please take a video of up to 2 minutes of the message you wish to convey during the session of your choice. The quality of your video will not be affected by the judging process, so a selfie taken with a smartphone is fine.
3. From the applicants who applied through the entry form, the following will be considered and decided based on our selection manual.
　・Relevancy to the session theme
　・Level of active involvement in the business
　・Are you the right person to talk about the subject?
　・Are you considering contributing to the whole industry?
　・Overall balance
In addition, if you have experience
　・Past ad:tech tokyo appearances
4. After the selection, you will be notified of your acceptance by e-mail.

- ### 2024 Session Themes

There will be 40 themes decided with the advisory board are open for submissions.
https://adtech-tokyo.com/pdf/program_en.pdf?240509

We are calling for speakers for the following seven tracks.
◆Brand & Marketing
Constructing the Desired Brand Image out of the Analysis of the Changing Consumers and Business Environments
◆Media & Content
Envisioning the Ideal Media and its New Relationship with Content, Designing Communication that Captures the Hearts of Consumers
◆Data & Technology
Considering Business Opportunities and the Expansion of the Customer Experience Value through Proper Use of Data and Technology
◆Retail & Commerce
Seeking New Business Opportunities Arising from the Evolution and Expansion of Customer Buying B

ehavior
◆Basic
Relearning the Basics that Everyone Involved in Communication Should Know
◆Japan & International
Focusing on the Japanese Market, Consumer Insights, Corporate Marketing, and Branding, as well as Discussing Internationally Notable Topics
◆People
Considering How to Build a Marketing Organization that Strengthens the Brand

- **Official Speaker Entry Form**

https://adtech-tokyo.com/ja/speaker/speakers_corner.html

- **The advantages of being an official speaker**

・The Speaker Pass includes access to the official conferences (worth 220,000 JPY) and allows the speakers to join all ad:tech tokyo content, including the networking parties.
・Awards for the 'Top Ranked Sessions' will be presented at the party on Friday, October 18th. Recognition will be given on stage and posted on the event's official account, allowing many people to acknowledge that your session has been highly rated by the audience.
・The official speakers, who are top marketers from Japan and overseas, will be able to participate in networking at official parties and the exclusive lounge.
・By joining a community of other official speakers, you will have the opportunity to connect with future business opportunities with connections you cannot get anywhere else.
・As an official speaker, you will be featured on the ad:tech tokyo's website and official social media accounts.
・You will be able to mention on your social media accounts and profile that you have been certified as an official ad:tech tokyo speaker.You will be more likely to be invited to speak at other conferences, which could be a great advantage in your business career.

- **What is ad:tech tokyo?**

ad:tech is a world-class conference held in metropolitan cities such as New York, London, Singapore, Shanghai, Sydney, and other cities. Advertisers, brands, agencies, solution providers, media, and marketers have joined this conference. This event first took place in Japan in 2009 and will celebrate its 16th anniversary in 2024. It focuses not only on ad technology but also on all technologies increasingly relevant to corporate marketing management. The event has provided a comprehensive overview of the industry throughout its history, delivering cutting-edge information consistently.
This year, it will be held from October 16th to 18th, 2024, at Tokyo Midtown and the Ritz-Carlton. Please note that only workshops will be held on October 16th.
Official website: https://www.adtech-tokyo.com/en/

- About us (Comexposium)

The Comexposium Group is one of the leading event organizers worldwide. It creates B2B and B2C events that bring communities together to discover and explore businesses, passions, and interests. Comexposium organizes more than 150 professional and general public events, covering more than ten sectors of activity, such as food, agriculture, fashion, construction, hi-tech, and so on. The group connects 48,000 exhibitors and 3.5 million visitors 365 days a year.

Comexposium Japan K.K. brought ad:tech to Japan in 2009 for the first time and has a 16-year successful record as 'ad:tech tokyo.' In addition, it has organized 'Brand Summit,' a pioneering residential marketing conference in Japan. Comexposium Japan K.K. provides a platform where Japanese marketers can gain the knowledge, information, and network necessary to compete globally.

Official website: https://comexposium-jp.com/en/

■ Inquiries about this Release

Comexposium Japan K.K.

Arisa Sagara

Keyakizawa Terrace 6F, 6-15-1 Roppongi, Minato-ku,

Tokyo 106-0032, Japan

Email：adtech@comexposium-jp.com

TEL：+81 3-5414-5430