

TIME	Registration Open		
9:30	Registration Open		
10:10	Opening Keynote Erik Hallander, Isobar, Regional Director Mobile & Innovation for Asia-Pacific		
10:50	Keynote Ari Horie, Women's Startup Lab, Founder & CEO		
11:30	Keynote Garr Reynolds, Author of "Presentation Zen"		
12:10	Lunch		
	Track A Marketing	Track B Technology	Track C Cross Culture
13:10	A-1 What is marketing? How Will New Platforms and OS Change The Definition of Marketing? ① Vernon Vasu Allied Architects, Inc., Executive Director ② Wataru Koike Google, Head of Consumer Marketing [Moderator] Hiroto Ebata IMJ Corporation, CMO	B-1 How Ad Tech differs between Japan and the Rest of the World ① Masahiro Max Ueno CRITEO K.K., Executive Vice President, APAC ② Ray Grieselhuber Ginzamarkets, Inc., CEO & Founder ③ Yosuke Maekawa PubMatic KK, Country Manager [Moderator] Luciano Kohmura Adroll KK, Managing Director	C-1 Fashion x Marketing x Technology Challenges in The New Market ① Jin Koh Original Stitch, Founder&CEO ② Martin Hoffstein Fancy, Head of Global Brand Partnerships ③ Tatsuya Kitagawa Isetan Mitsukoshi Holdings Ltd, General Manager, Secretary & Special Project [Moderator] Masayasu Morita hitomedia, inc., Founder & CEO
14:00	Break		
14:10	A-2 Maximizing Engagement -Change in Touchpoints- ① Hugh O'Brien Epsilon, Vice President of Sales, Asia Pacific ② Yasutaka Fukuda Marketo KK, President and Representative Director [MC] dmg	B-2 Search Practice in the Future. How Will It Differ From The Way We Do It Today? ① Shingo Inoue Yahoo Japan Corporation Vice President, Business Development Division, Marketing Solutions Company ② Tomohiko Sugiura NEXTAGE Dentsu Inc., President and COO ③ Yoshihito Mizutani Google Japan, Performance Solution Expert [Moderator] Yuichi Arizono ATARA LLC, COO	C-2 The Future of Investment, Analytics and Marketing Modeling ① Kazuki Fuse Datorama, Country Manager Japan ② Masashi Tamamura D.A.Consortium Inc., Data Strategy & Partnerships ③ Yukihiko Imamura Kenshoo Japan KK, Managing Director of APAC [Moderator] Haruko Minagawa TBWA HAKUHODO Inc., and Hakuhodo Inc. Touchpoint Evangelist
15:00	Break		
15:10	A-3 Content Marketing - How to Make an Advocate ① Joseph France Taboola Director of Sales and Partnership Management ② Yasuto Fujita Integrate co., Ltd. CEO [Moderator] Sunao Munakata Innova, inc. CEO	B-3 Newest Usage Technique of Audience Data ① Cindy Deng TURN, Managing Director, Asia-Pacific ② Jeff Crawford JC Digital Consulting, Founder ③ Norio Imai Google Japan Inc., Head of Google Analytics Premium [Moderator] Shigeyuki Tomomatsu MarketShare KK, EVP, Managing Director	C-3 Everything Starts with User-Experience. User Experience Design & Omni-Channel Strategy ① Fujiyo Ishiguro Netyear Group Corporation, President & CEO ② Gregory Perez IDEO, Design Director [Moderator] Koki Uchiyama Hottolink Inc., CEO
16:00	Break		
16:15	A-4 The Future of Social Media -Keys to Connecting The World- ① Kaname Hoshiba Mitsubishi Corporation Manager of Retail Innovation Service Dept. Retail iv. ② Takashi Okutani Ryohin Keikaku CO., Ltd. General Manager, WEB Business Division ③ Yutaka Hara Engagement First Inc., CEO [Moderator] Hideki Nick Watanabe Twitter, Head of Brand Strategy	B-4 Apps Economics Non-Game Apps and Its Influence on The Society ① Guy de Rocquigny Google Japan Inc., Head of Performance Solutions JP/AUNZ ② Paul Chapman Moneytree KK, Chief Executive, Founder ③ Stephen Chung AppLift, Managing Director APAC ④ Yoshiya Kinuta Yahoo! Japan Corporation, VP, Head of Vertical Media [Moderator] Shinji Tsukamoto DUFL Inc., Co-Founder, President DUFL International	C-4 Contents Marketing: Creative & Contents ① David Rittenhouse neo@Ogilvy, Managing Director ② Don Kratzer Creative++, Creative Director/Content Strategist ③ Eric Stowe Art and Strategy, Project Manager/Producer
17:05	Break		
17:15	A-5 Going Beyond PR: To a Day when Any Communication Includes PR ① Koichiro Shima Hakuhodo Kettle, President & co-CEO ② Saori Kiryu PLATINUM INC (VECTOR GROUP), CEO ③ Yuji Hayashi NIFTY Corporation, Creative planner [Moderator] Tetsuya Honda BlueCurrent Japan Inc., Managing Director/CEO	B-5 How is Marketing Technology shaping the Future ① Jordan Khoo Sizmek Technologies Ltd, Vice President, APAC ② Naoko Okumoto WIL LLC, Partner ③ Scott Neville IPONWEB, Chief Stragety & Marketing Officer [Moderator] Michihiko Suganuma D.A.Consortium Inc., Head of Global Business Group	C-5 Inbound Travel to Japan: Chances and Challenges ① Haruka Tsunokawa IHGANA Hotels Group Japan Direstor, Digital Marketing, Asia Middle East & Africa ② Jonathan Hardy ADARA, Vice President Sales, Asia ③ Taro Minami Dentsu Inc., Research Director ④ Shuichi Kameyama Japan National Tourism Organization (JNTO), Executive Director of Marketing and Promotion [Moderator] Andy Meyers AJ Advisers LLC, Managing Director
18:05	Break		
18:15	A-6 Challenges for Japan Going Global ① Daisuke Shigematsu Spacemarket, Inc., CEO ② Kenichi Kakuno ITO EN, LTD., Marketing department [Moderator] Motokuni Kannari Pearson English Business Solutions, Regional Account Executive	B-6 Mobile Game Apps ① Shuta Shibuya Fuller, Inc., CEO ② Takuto Takizawa App Annie, Country Director Japan [Moderator] Yuka Fujii Famarry, CEO	C-6 How Communication Design Leverages the Corporate Activities ① Daisuke Nakamura LION CORPORATION ② Emiko Ito Ricoh Company, Ltd., Senior Specialist ③ Tomonori Kato Nippon Television Network Corporation Manager [Moderator] Mariko Nishimura HEART CATCH Inc., CEO & Co Founder
19:05	Networking Party (Conference Pass Only)		