

TIME

10:00	Registration Open		
10:30	Opening Keynote Day2 Yat Sui, Outblaze, Founder & CEO,		
11:10	Keynote Jonah Goodhart, Moat, Founder & CEO		
11:50	Keynote Anis Uzzaman, Fenox Venture Capital, General Partner & CEO		
12:30	Lunch		
	Track A Marketing	Track B Tech & Branding	Track C Creative
13:40	A-7 Customer Journey: Now and The Future ① Keisuke Konishi DENTSU INC., Consulting Director ② Shintaro Tabata LINE Corporation, Senior Executive Officer, Head of Corporate Sales ③ Takeshi Suzuki New Balance Japan, Inc., Senior Manager of Marketing [Moderator] Mikoto Kato salesforce.com Co.,Ltd., Marketing Director	B-7 What is IoT? Its New Opportunities and Markets ① Anis Uzzaman Fenox Venture Capital, General Partner & CEO ② Brandon Hill btrax, CEO [Moderator] Jeff Quigley Tech in Asia, Chief Editor, Japan	C-7 Is Your Content Marketing Strategy Effective? ① Akiko Gunji DENTSU INC., Creative Director ② Kazumasa Tomita ZUU Co., Ltd., CEO ③ Kei Shibata Venture Republic Inc., Co-founder & CEO [Moderator] Yuko Endo Mediagene Inc., Producer
14:30	Break		
14:40	A-8 Media & Content 2020: How players will react to the changing environment? ① James Shen Trigger, MobiusBobs Inc., Co-founder & CEO ② Norihiko Sasaki NewsPicks, Chief Editor [Moderator] Shotaro Kushi TABI LABO inc, Founder & CEO	B-8 The Big Wave of Start-ups ① Akihiko Kawamoto Hakuhodo DY media partners Inc., Director Corporate Strategy Division & Strategic Investment Division ② Antti Sonninen Slush Asia, CEO ③ Masashi Kobayashi Infinity Ventures LLP, Co-founder & Managing Partner [Moderator] Shuji Honjo Honjo International, Managing Director	C-8 The Future of Data Driven Creativity ① Kenji Sudo Kaizen Platform, Inc., Co-founder&CEO ② Kentaro Watanabe MicroAd, Inc., CEO ③ Kyungsoo Oh Creators match co., Ltd, President & Founder [Moderator] Shinjiro Motomatsu ASATSU-DK INC., Chief of Growth Hack Planning Room
15:30	Break		
15:45	A-9 How to Succeed in Direct Marketing Industry ① Hidekazu Amai IMPRESS Corporation, Editor & Representative of steering committee, Netshop Master Forum ② Leo Koichi Kato Ureru Net Advertising Inc., President & CEO [Moderator] Kohei Nitta KOQONTOZAI CO., LTD., Founder & CEO	B-9 Establishing Brand / Corporation in the Opportunity Market ① Aiko Katoh Houzz Japan KK, Managing Director ② Taro Kodama N/A (One-man business) ③ Yasuyuki Tanabe Airbnb Japan K.K., General Manager, Japan [Moderator] Kosuke Hirayama EventRegist Co., Ltd., Chief Executive Officer	C-9 Re-thinking The Value of Digital Branding ① Hiroko Hoshino Financial Times, Commercial Director, Asia Pacific ② Takeshi Oshima Facebook, Head of Measurement Japan [Moderator] Ayako Yuki Ys and Partners, Inc, Senior Vice President Brand Strategist
16:35	Break		
16:45	A-10 Online Video Advertising ① Shogo Yamamoto Omnibus Inc., CEO ② Teiichi Ota Adobe Systems Japan, Solution Consultant [Moderator] Hisashige "Qz" Hashimoto AOL Platforms Japan KK Chief Operating Officer	B-10 Building Customer Loyalty with Signature Moments ① Catherine Solazzo IBM, Director, IBM Japan Marketing ② Koichi Ishinaka Mastercard, Senior Director	C-10 The Next Creative that Leads the World ① Claudia Cristovao AKQA Tokyo, Group Creative Director ② Hiroshi Hori Hakuhodo Asia Pacific, Regional Digital Director ③ Kentaro Kimura Hakuhodo Kettle, Inc., Co-CEO, Executive Creative Director, Account Planner [MC] dmg
17:35	Break		
17:45	A-11 Marketing Design for Post-2020 ① Eric Thain e&r Consulting, Managing Director-Asia ② Nori Takahiro Sharethrough, Business Representative	B-11 Ad-Network: The Future of Display Advertisement ① Kaoru Hashimoto Sizmek technologies K.K., General Manager ② Kenichi Sugawara ScaleOut Inc., CMO ③ Yoshio Yahagi IREP Co., Ltd., Corporate Officer and Head of Global Business Dept [Moderator] Mike Homma Kao Inc., Senior Manager, Digital Marketing	C-11 Creative Does Not Need a Language? ① Fumitaka Takano ASATSU-DK INC., creative director/communication architect ② Kazuhiro Suda HAKUHODO INC., Creative Director ③ Nadya Kirillova DENTSU INC., Creative [Moderator] Tatsuro Sato Tama Art University, Professor
18:35	Exhibition Close		