



## **ad:tech Tokyo 2009**

### **Two Weeks until ad:tech Tokyo 2009**

#### **Debut Digital Marketing Event in Japan to Gather Industry Leading Speakers and Panelists for Topic Filled Conference**

**Tokyo, Japan – August 20, 2009**

On September 2 and 3, 2009, ad:tech Tokyo—the debut ad:tech event in Japan—will be held at the Prince Park Tower Tokyo, organized by ad:tech expositions, the leading conference and exhibition producer for the global digital marketing community. With only two weeks left before the event, the organizers have announced the final Conference schedule and list of exhibitors.

#### **Thought Provoking Keynote Speakers and Panels**

Josh Bernoff (Senior Vice President, Idea Development, Forrester Research) will kick off the Keynote series in Tokyo with a talk entitled "The Future of Marketing—The Digital Transition" in the morning on Wednesday, September 2. The same day, Scott Howe (Corporate Vice President, Advertiser and Publisher Solutions Group, Microsoft) will speak on the "The Promise of Digital Through Economic Change."

Nick Wrenn (Vice President, Digital Services, CNN International) will start the Keynote session on Thursday, September 3, with his speech called "Digital Broadcasting Strategies—Extending Traditional Media Brands into the Digital Sphere." Later in the day, Josh James (Chief Executive Officer and Co-Founder, Omniture) will speak on the theme of "Leveraging Your Data to Optimize Your Digital Strategy."

"Innovate or Die! Building Great Brands in the Age of Disruption" is the title of the first of two Keynote Panels being planned for ad:tech Tokyo. This session, on September 2, will be moderated by Cindy Gallop (Founder & CEO, IFWERANTHEWORLD) and will welcome Rei Inamoto (Chief Creative Officer, AKQA) and Andy Berndt (Managing Director, Google Creative Lab, Google)

Kotaro Sugiyama (Senior Vice President, DENTSU INC.) will moderate ad:tech's first ever Keynote Panel Session comprising Japanese experts. The session—"tokyo innovation"—will for the first time bring together some of Japan's best known advertising and marketing creators, including Yugo Nakamura (CEO, tha ltd.), Koichiro Tanaka (Founder/Creative Director, Projector Inc.), Naoki Ito (Creative Director, GT Tokyo) and Yuki Kishi (Communication Designer/Creative Director, DENTSU INC.).



## **Content-Rich Conference Sessions**

In addition to a powerful Keynote lineup, ad:tech Tokyo welcomes host of industry experts in Panels and other Conference sessions covering diverse topics facing today's digital marketing industry in Japan and around the world.

### **Wednesday, September 2**

#### **Real World Case Study Track**

- Integrated Marketing Campaigns (4 national/international case studies)

#### **Media Marketing Track**

- Video Revolution: Content Convergence and Advertising Models
- Monetizing Blogs: A Brand's Revelation or Nightmare
- Advergaming: Brand Placement and Effectiveness
- Rich Media: Platform Development and Creative Showcases

#### **Brand Marketing Track**

- Consumer Engagement in the Digital Era
- User Generated Content: Are We Losing Control of Our Brands?
- The Role of a CMO (Chief Marketing Officer)
- Brand Communities: Does Your Brand Need an Online Community?

### **Thursday, September 3**

#### **Performance Marketing Track**

- Search Marketing
- Behavioral Targeting
- Prospects of Ad Networks
- Acquisition vs Brand Building: Defining the Right Campaign

#### **Mobile Marketing Track**

- Adding Mobile to the Mix
- Effective Mobile Marketing Tools & Case Studies
- Mobile Location Based Search & Advertising
- Mobile Entertainment

#### **Agency Development Track**

- Brands Speak Out—5 Principles of the Nontraditional Agency
- The Modern Agency
- Data Sharing: Building Brand/Agency Trust
- Agency Talent: Encouraging Marketers to Drive Integration & Innovation

Simultaneous Interpreting (English-Japanese) via headsets will be available for all Keynotes and Conference sessions on both days of ad:tech Tokyo 2009. Conference passes are now available for purchase under a variety of optional plans at the official website.



## Top Companies on the Exhibition Floor

The ad:tech Tokyo exhibition gathers 29 top companies in industries from content development to digital marketing. The exhibition floor is open to registered visitors free of charge.

- .Fox Networks
  - 3Di
  - ActiveCore
  - AD EBiS
  - Advertising.com
  - AdYatra
  - CNN International
  - cyber communications
    - Criteria Communications
    - Dentsu Razorfish
    - Dentsu Search & Link
  - D.A.Consortium
  - Digital Signage Consortium
  - Hakuhodo DY Intersolutions
  - Hakuhodo DY Media Partners
  - IMJ
  - iREP
  - J-Stream
  - LinkShare
  - Livedoor
  - mediba
  - MicroAd
  - Omniture
  - OPT
  - PR TIMES
  - Right Media
  - SHANON
  - Synergy Marketing
  - Video Research Interactive
- (Alphabetical order)

## Services for the Media

Media may register in advance for a Press Pass to cover ad:tech Tokyo 2009 by filling in and returning the attached form. The Press Pass grants entrance to all Keynotes, Conference sessions and the exhibition floor. A Press Center will also be set up on site with information including public relations contacts of the companies of speakers and exhibiting companies. Staff will also be available on both days of the event to assist with your coverage needs.

<b>ad:tech Tokyo 2009 General Information</b>	
<a href="http://www.ad-tech.com/tokyo/">www.ad-tech.com/tokyo/</a> (Japanese and English)	
Dates:	September 2 & 3, 2009 (Wednesday & Thursday)
Location:	The Prince Park Tower Tokyo ( <a href="http://www.princehotels.com/en/parktower/">http://www.princehotels.com/en/parktower/</a> )
Organizer:	dmg world media / ad:tech Tokyo Japan Office
Sponsors:	Microsoft Advertising, ADK/ADK Interactive, D2 Communications, DENTSU, Omniture, Video Research Interactive, BBmedia, CNN International, CyberAgent, Google, Synergy Marketing, TYO Group, Hakuhodo, Responsys Asia, THE WALL STREET JOURNAL Digital Network
Association Partners:	Hong Kong Direct Marketing Association, International Advertising Association, Japan Advertising Agencies Association, Japan Internet Advertising Association, Mobile Marketing Association, Mobile Monday Tokyo, SEMPO Japan



**About ad:tech:** ad:tech expositions, LLC is the leading organizer of conferences and exhibitions for the interactive marketing community worldwide. ad:tech produces the world's largest interactive marketing events held in New York, San Francisco, Chicago, London, Paris, Shanghai, Singapore, Sydney and Tokyo. ad:tech is produced by dmg world media; based out of the company's headquarters in California. For listings of exhibitors, speakers, events and upcoming conference offerings, visit [www.ad-tech.com](http://www.ad-tech.com).

**About dmg world media:** dmg world media is an international trade show producer with principal operations across North America, Europe and Asia. dmg world media is a wholly-owned subsidiary of the Daily Mail and General Trust plc (DMGT). Additional information on dmg world media can be found at [www.dmgworldmedia.com](http://www.dmgworldmedia.com).

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