

November 10, 2026 Online (Live-Streamed Webinar)

Practical Data Utilization Forum

for Executives and Leaders

~Toward a Transformation to Data-Driven Management~

July 2026, Ver. 1.1

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Purpose of the Initiative

While an increasing number of companies are aiming for “data-driven management,” putting it into practice is no easy task.

This is because a “data utilization infrastructure”—one that leverages IT products, services, and expertise—is essential for ensuring the smooth implementation of data utilization within a company.

- "Data Management Methods" — collecting data scattered throughout the company and organizing it into a format that is easy to analyze
- "Data Analytics Infrastructure" — comprising data warehouses, BI tools, AI (artificial intelligence), and other technologies
- "Data Utilization Feedback" — evaluating decision-making based on data analysis results

At this forum, we would appreciate it if you could present on the products, services, case studies, and know-how necessary for building and utilizing this "data utilization infrastructure."

We sincerely hope you will consider sponsoring this forum.

Event Overview (Tentative)

- ◆ Event Name: Practical Data Utilization Forum for Executives and Leaders
- ◆ Date: Tuesday, November 10, 2026, 1:00 PM – 5:00 PM
- ◆ Organizer: Nikkei xTECH
- ◆ Format: Live Webinar (*Broadcast from a studio in Akihabara, Tokyo)
- ◆ Number of Participants: 400–500 pre-registered attendees (Planned)
- ◆ Fee: Free of charge; Pre-registration required
- ◆ Target Audience: Corporate executives; Corporate planning, IT, marketing, and IT-utilizing dept., etc.

⇒ Business executives and corporate planning staff who seek to leverage data to enhance competitiveness

⇒ CIOs and IT managers who are tasked with providing "visual" data to support executive decision-making

⇒ Marketing professionals who want to change their approach to end users through data visualization

Promotion: Reader databases from Nikkei BP's business and IT-related media outlets

Program (Tentative)

Time	Program
1:00 PM–1:30 PM	[Keynote Speech] (Organized by the Host)
1:35 PM–2:05 PM	Sponsored Presentation 1
2:10 PM–2:40 PM	Sponsored Presentation 2
2:45 PM–3:15 PM	Sponsored Presentation 3
3:20 PM–3:50 PM	Sponsored Presentation 4
3:55 PM–4:25 PM	Sponsored Presentation 5
4:30 PM–5:00 PM	[Special Lecture] (Organized by the Host)

Sponsorship Menu

Sponsorship Fee: 3 million yen (excluding tax)

<1> One 30-minute presentation slot

<2> Provision of a list of all registered attendees (estimated at 400–500 entries)

*Please note that if your sponsorship is confirmed after the announcement has already been made, only registrations received on or after the day following the date on which your company name is explicitly added to the list of sponsors will be eligible for inclusion in the list provided to you.

<3> Display of your company logo on the streaming website

<4> Conducting an individual survey (optional)

*The secretariat will provide separate instructions in accordance with operational guidelines

**<5> Download of your company's presentation materials or catalogs/brochures for distribution
(Optional, up to 20 MB, 1 item)**

<6> Publication of a sponsored advertorial featuring a presentation report

(Nikkei xTECH Special, published for 4 weeks starting in early January 2027)

<7> An individual viewing flag for your company's presentation is available as an optional add-on (50,000 yen, excluding tax, Net). Please apply for this at the same time as your sponsorship application.

● The above details are tentative and subject to change

Commercial Video Sponsorship Package (Limited to One Company)

Sponsorship Fee: 3 million yen (excluding tax)

<1> One slot for your promotional video (15–30 sec.) during the event

*The organizer will determine the broadcast time slot for the commercial video.

<2> Provision of a list of all registered attendees (estimated 400–500 entries)

*Please note that if your sponsorship is confirmed after the announcement has already been made, only registrations received on or after the day following the date your company name is explicitly added to the permission statement will be eligible for inclusion in the list provided to you.

<3> Display of your company logo on the streaming site

Optional Menu

- Secondary Use of Lecture Videos: **100,000 yen** (excluding tax, Net)

- *We will provide the portion of the session featuring your company as a video file.

- *Usage period: 1 year. May be used on your company's website and at your company's events, as well as for publication in media outlets other than Nikkei BP, or use at seminars or events organized by media companies other than Nikkei BP.

- Flagging leads as attendees of your company's session: **50,000 yen** (excluding tax, Net)

- *If you choose to flag leads as having attended your company's session, the leads will be provided approximately 10 business days after the seminar concludes.

- *The default data provided includes registrant information, attendance status on the day of the event, and responses to your company's survey.

- These will be delivered within approximately 5 business days after the seminar concludes.

Important Notes

● About the Lecture

*Generally, we plan to have you come to a venue or studio in Tokyo on the day of the event and where we will stream the live event. (For live events, we cannot accommodate remote presentations.)

Depending on the speaker's availability, pre-recording is also possible for an additional fee of 300,000 yen (Remote recording is also available).

● Translation Service

If you wish to have your presentation translated:

- The presentation must be pre-recorded in advance.
- The organizer will translate the spoken content into Japanese and provide subtitles.
- Please note that translation of the presentation slides/materials is not included.
- An additional fee of 300,000 yen (excluding tax) will be charged.

● Cancellation of Sponsorship (Cancellation Policy)

*If you cancel your sponsorship after submitting your application, or after the seminar secretariat has sent you the confirmation notice, the full sponsorship fee will be charged as a cancellation fee.

Previous Event (2025) – Overview

“Practical Data Utilization Forum for Executives and Leaders”
~Toward a Transformation to Data-Driven Management~

Date: November 11, 2025 (Tue) 1:00 PM – 5:00 PM

Organizer: Nikkei xTECH

Sponsors: Alteryx Japan, Avant, Domo, Salesforce Japan, SCSK

Fee: Free (Pre-registration required)

Attendees: 327 (Pre-registered: 429)

Keynote Speech: Data Management Center, Ricoh

Special Presentation: CCCMK Holdings

Schedule / Contact Information

- October 2 (Fri): Deadline for sponsorship applications (on a first-come, first-served basis)
(Applications for sponsorship will close as soon as all sponsorship slots are filled)
- Early October: Announcement and registration open
- November 10 (Tue): Data Utilization Practice Forum to be held
- Late November: Provision of the list of registered participants and the event report
- January 2027: Publication of presentation reviews (Nikkei xTECH Special)

*Please note that the schedule above is subject to change.

■ Contact Information

Global Business Unit

Nikkei Business Publications, Inc.

E-Mail: i-sales@nikkeibp.co.jp

Rules Regarding the Handling of Personal Information

Nikkei BP requires that you comply with the following terms when providing customer information. Please review this information carefully.

1. Scope of Customer Information

The customer information to be provided shall consist of the items requested by your company from among the registered information, including "Name," "Company Name," "Department and Job Title," "Work Postal Code," "Work (or Home) Address," "Work (or Home) Phone Number," "Email Address," and "Industry, etc." Please note that "Industry, etc." may vary by event, so please contact the person in charge in advance.

2. Method of Providing Customer Information

Customer information will be provided via the "Nikkei BP Lead Generation Support System." We will send instructions on how to retrieve the data via email to your designated contact person.

Contact: Nikkei BP Lead Support Center (E-mail: lgsc10@nikkeibp.co.jp)

3. Purpose of Use of Customer Information

Please use the provided customer information solely for the purpose of promoting your company's products and services related to the content of the seminar that your company hosted or sponsored, which served as the source of this information.

4. How to Use Customer Information

When making initial contact with customers based on the provided customer information, please be sure to clearly state the "name of the event hosted or sponsored by your company that served as the source of the provided customer information," "your company name," "your company's contact information," and "how to modify, delete, or opt out of receiving information."

5. Responsibility for Managing the Provided Customer Information

Please manage and handle the provided customer information under your own responsibility in accordance with the "Act on the Protection of Personal Information" and other relevant laws and regulations.

In the unlikely event that an incident occurs resulting in damage to the customer or your company, we cannot accept any liability.

* Nikkei BP's Privacy Policy / Handling of Personal Information: <http://corporate.nikkeibp.co.jp/info/privacy/>