

[Contact Info]
Ascendant Japan
Email: press@vueloo.us
Official Website: https://vueloo.us/ascendant_japan/

【Event Report: Ascendant Japan Launched on March 29th】
Archived 60% of women participation : Female entrepreneur and executives
Ascendant Japan “Speaker Night” Event Report

Ascendant Japan (based in Shibuya, Tokyo; Head of Ascendant Japan: Erika Watanabe) launched its community on March 29, 2021, a closed community for executives and next-generation leaders in Japan and the United States to meet. To celebrate this launch, a "Speaker Night" was held online on the first night, exclusively for the first official speakers. Two rooms were prepared, one for English speakers and one for Japanese, where they exchanged their thoughts on the speakers and other speakers' sessions.

Although the event was held online, it was conducted as a casual event with a style of gathering with drinks and snacks in hand. Speakers were able to introduce themselves to each other, share sessions they were interested in, and casually exchange their thoughts on sessions they had already watched. Since all the sessions were pre-recorded and in some cases self-recorded, there were many "Nice to meet you! This may have contributed to the good atmosphere of the event.

Perhaps this is the best part of online meetups, but attendees were interacting with others using the Chat function to exchange their LinkedIn and Facebook profiles and so on. If it was face-to-face, it would be like exchanging business cards, but if you are connected through social media, you can get a glimpse of a person's private life as well as their professional life, and understand each other better. Another exciting aspect of the event was that it was online, so mothers could participate with their babies. The overall ratio of female participants was about 60%. This is one of the advantages of an online event, where you are not limited by time and place.

The following are some sessions that were raised at the speaker night.

「US Keynote “The Post-COVID CMO”」

Caren Fleit / Korn Ferry Managing Director, Consumer/Retail/Digital Practices Leader, Global Marketing Officers Practice

「Deep Dive: How unique our Japan market and consumers are as one of the biggest markets in Asia.」

Tomoko Okada / Delivery Hero Japan Co., Ltd. Head of Strategic Accounts

「Japan case: Fastest and qualified business design with technology」

Leo Koichi Kato / Urueru Net Advertising Inc. President & CEO

Akane Kikuchi / KiQ Director

Takashi Fujimoto / Street Academy, Inc. CEO

■About Ascendant Japan

Ascendant Japan is an invitation-only, secret-door community for the most innovative retail and marketing executives and next leaders who are leading the digital transformation of their industries. Network in the U.S. in 2014, and the Japanese version will be established this March 2021.