PROJECTANIME

TOKYO, JAPAN

Tuesday, March 20

Introductions
10:00 AM - 10:20 AM / Speaker: Marlan Moore
A few words of welcome from Project Anime Conference Director Marlan Moore.

Introduction to VIPO
10:30 AM - 11:20 AM / Speaker: Toshifumi Makita
Hear from Visual Industry Promotion Organization (VIPO) about their experiences with previous editions of JLOP, The Subsidy for the Localization & Promotion of Japanese Visual Media, JACC - Japan Content Catalog Database, what Japanese exhibitors are looking for from conventions around the world.

Introduction to JAMLAB
11:30 AM - 11:50 AM / Speaker: Tak Furuichi, Director of PROMIC
Japan Anime Music Lab. is a one of a kind anime music website designed to connect international entertainment and music professionals with some of the top "ani-song" artists and their official representatives.

Lunch
12:00 PM - 12:50 PM
Lunch break! There are restaurants in the hotel and a 10-minute walk away at the train station.

Bootlegs Discussion
1:00 PM - 1:50 PM / Roundtable
What policies do you have in place to prevent bootlegs in your exhibit/dealer area? What can we learn from each other on how to handle bootlegs onsite at your events? As laws and customs differ from country to country, what can we learn from the global community to better work together?

Intro to Otaku Coin
2:00 PM - 2:50 PM / Speaker: Nao Kodaka, CEO of Tokyo Otaku Mode
All you need to know about Otaku Coin alongside the latest updates on where the cryptocurrency stands now.

Spreading Anisong World Matsuri
3:00 PM - 3:50 PM
Amuse Inc., Lantis Co., Ltd., and other Japan's leading entertainment companies are working together to develop and produce high-quality concerts to anime fans around the world. In this seminar, Amuse and Lantis will introduce Anisong World Matsuri's mission as well as future events overseas.

Reaching Out - A Discussion
4:00 PM - 4:50 PM / Roundtable
Discuss with your fellow convention organizers best practices used when contacting and partnering with Japanese industry.

Wednesday, March 21

Day 2 Opening
10:00 AM - 10:20 AM / Speaker: Marlan Moore
A few words of welcome from Project Anime Conference Director Marlan Moore, as well as information on this year's event's technology.

Budgeting Discussion
10:30 AM - 11:20 AM / Roundtable
How do you decide the budget for your event? How much goes to operating costs? Are you spending too much on guests?

Line Management Discussion
11:30 AM - 11:50 AM / Roundtable
What challanges are you facing at your venue when it comes to line management? Is space an issue? Is it the time it takes to register each attendee? What systems do you have in place to make the convention a smoother experience - from registration lines to panel lines - at your event?

Lunch
12:00 PM - 12:50 PM
Lunch break! There are restaurants in the hotel and a 10-minute walk away at the train station.

Attack the Music
1:00 PM - 1:50 PM / Speakers: Eddie Lehecka, Matt Mirkovich, Corey Prasek
The team from Otaquest & Attack The Music provides a crash course on the current club/electronic music culture landscape in Japan, and why it's an important addition to any convention.

Marketing Strategies
2:00 PM - 2:50 PM / Roundtable
A discussion of marketing strategies to promote convention growth and staying connected to your communities

Talent Manaegment
3:00 PM - 3:50 PM / Roundtable
What challenges have you had working with talent and their management? How have you overcome those challenges?

Creative Content
4:00 PM - 4:50 PM / Roundtable
Let's talk about the interesting, unique, and creative things going on at your cons, and work together to share concepts that we may be able to implement at future events!