



Regional SCRUM GATHERING® Tokyo 2021

Prospectus

Scrum Tokyo - Scrum
Gathering Tokyo Organizing
Committee

Overview

Title	Regional SCRUM GATHERING® Tokyo 2021
Date	January 6th-8th
Venue	Sola City Conference Center Ochanomizu, Tokyo (Depending on the status of COVID19, it may be changed to online)
Participants (Planned)	400 (We'll have more rooms than last time and more distance between participants.)
Participation Fee	30,000 JPY
Organizers	Scrum Tokyo - Scrum Gathering Tokyo Organizing Committee

History (2011-2015)

	2011	2013	2014	2015
Dates	Oct. 19, 22	Jan. 15 - 16	Jan. 14 - 15	Feb. 28 - Mar. 2
Venue	Nomura Conference Plaza Nihonbashi	UDX Conference	UDX Conference	Yahoo Japan Corporation
Participants	307	246	161	207
Sponsors	12	21	13	5
Keynote Speaker	Henrik Kniferg, Jeff Patton	Ikujiro Nonaka, Jim Coplien, Jurgen Appelo	Mike Beedle, Jutta Eckstein	Kazumasa Ebata

History (2016-2020)

	2016	2017	2018	2019	2020
Dates	Jan. 18 - 19	Jan. 12-13	Jan. 11-13	Jan. 9-11	Jan. 8-10
Venue	Osaki Bright Core Hall	Osaki Bright Core Hall	Osaki Bright Core Hall	Osaki Bright Core Hall	Sola City Conference Center Ochanomizu
Participants	261	284	292	300	411
Sponsors	7	8	13	18	26
Keynote Speaker	Bas Vodde, Ken Rubin	Rachel Davis, Tomoharu Nagasawa, Taishi Takeichi	Rich Sheridan, Michimune Kouno, Akiko Iwakiri	Chris Lucian, Gabrielle Benefield, Naoyuki Ide	James Coplien, Michael Sahota, Kazuyoshi Takahashi

Venue

- ▶ Sola City Conference Center (https://solacity.jp/assets/pdf/en_access_map.pdf)
- ▶ 4-6 Kanda-Surugadai, Chiyoda-ku, Tokyo, Japan, 101-8222



Schedule (tentative)

	Day1		Day2		Day3
10:00	Welcome Talk		Welcome Talk		Welcome Talk
10:10	Keynote		Keynote		Open Space Technology
11:30	Lunch		Lunch		
13:00	45min session	20min session	45min session	20min session	
		20min session		20min session	Closing Keynote
14:00	20min session	20min session	20min session	20min session	
	20min session	20min session	20min session	20min session	
15:00	45min session	20min session	45min session	20min session	
		20min session		20min session	
16:00	45min session	45min session	45min session	45min session	
17:00	Networking Party				

Keynote Speakers

- ▶ Ikujiro Nonaka

Japanese organizational theorist and Professor Emeritus at the Graduate School of International Corporate Strategy of the Hitotsubashi University, best known for his study of knowledge management. The article The New New Product Development Game is considered to be the one of the roots of the Scrum framework, one of the most used agile software development techniques.

- ▶ Zuzana 'Zuzi' Šochová

She is the author of "The Great ScrumMaster", the founder of the agile community in Czech and also Certified Team Coach (CTC) and Certified Scrum Trainer(CST).

- ▶ T.B.D.

Target participants

- ▶ Directors, managers, developers; all such from companies considering adopting Scrum/Agile or adopting Scrum/Agile.
- ▶ Coaches, Consultants; all such who are helping organizations or teams to adopt Scrum/Agile.

Call for sponsorship(Physical)

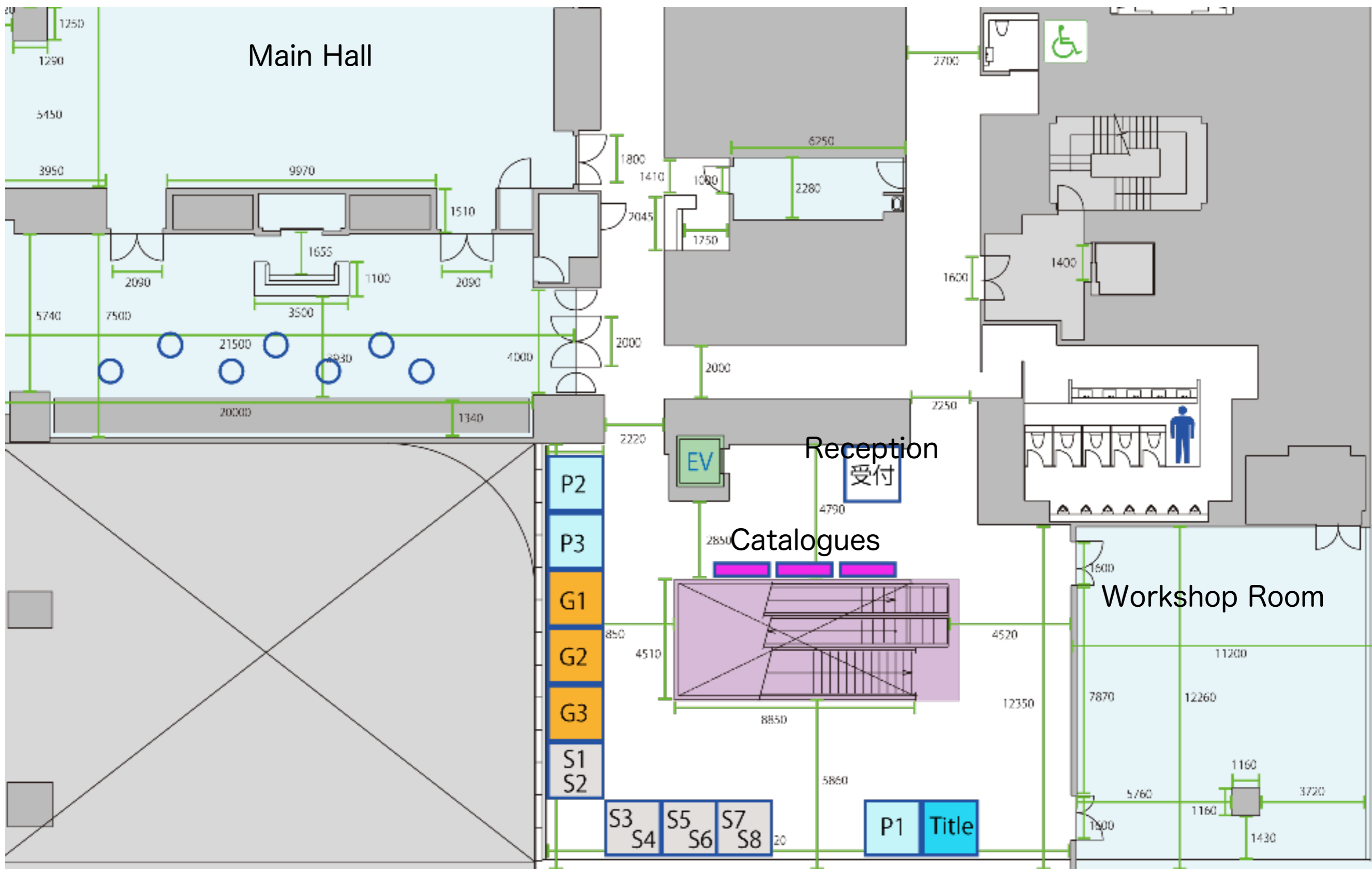
	Title	Platinum	Gold	Silver	Logo
Available	Only for Scrum	3	3	8	10
Conference Title & Special Treatment	✓				
Conference passes	10	7	5	3	1
Logo on signage	✓	✓	✓	✓	✓
Logo and link on our website	✓	✓	✓	✓	✓
Free catalog or collaterals	✓	✓	✓	✓	✓
Booth space on Day1/Day2	✓ (full)	✓ (full)	✓ (full)	✓ (half)	
Welcome Talk (3 min.)	✓	✓			
Short Pitch in Lunch Time (30 sec.)			✓	✓	✓
Package fee (JPY excluding consumption tax)	15,000 USD	800,000 JPY	600,000 JPY	300,000 JPY	75,000 JPY

Booth spaces are limited and provided on a first-come-first-served basis.

Booth spaces are N/A on Day3. Please remove exhibition booth at the end of Day2.

Call for sponsorship(Online)

	Title	Platinum	Gold	Silver	Logo
Available	Only for Scrum ***	3	3	8	10
Conference Title & Special Treatment	✓				
Conference passes	10	7	5	3	1
Logo on signage	✓	✓	✓	✓	✓
Logo and link on our website	✓	✓	✓	✓	✓
Online Channel on Day1/Day2	✓	✓	✓	✓	
Welcome Talk (3 min.)	✓	✓			
Short Pitch in Lunch Time (30 sec.)			✓	✓	✓
Package fee (JPY excluding consumption tax)	15,000 USD	800,000 JPY	600,000 JPY	300,000 JPY	75,000 JPY



P1-P3: Platinum sponsor booth. G1-G3: Gold sponsor booth. S1-8: Silver sponsor booth.

Please note:

Spaces are limited for sponsor booths.

Plans may change.

Contacts



Email	info@scrumgatheringtokyo.org
Website	http://www.scrumgatheringtokyo.org/
Facebook Page	https://www.facebook.com/ScrumGatheringTokyo
Twitter	@ScrumTokyo

Scrum Gathering Tokyo Executive Committee

Shinagawa South Tower, 4-4-17, Minami-shinagawa,
Tokyo, 140-0004

Sponsorship Application <http://bit.ly/RSGT2021-sponsorship>

Exhibition banners and panels will include company logos sent to us by email before November 13th, 6pm (JST). No refunds will be issued after the material deadline has passed.