

A man and a woman in business attire standing in a modern office hallway. The man is on the left, wearing a grey suit, white shirt, and blue tie. The woman is on the right, wearing a grey blazer and dark skirt, holding a folder. The background shows a bright, modern office interior with white columns and a glass ceiling.

# **MCT SUMMIT JAPAN**

**Microsoft Certified Trainer Summit  
in Japan  
Sponsor Opportunities**



# Join us for the first ever MCT Summit Japan!

We are planning to host the first in-person MCT summit in Japan.

The contents of the event are currently being coordinated and are presented below as of June 2024. These details are subject to change.

We will reiterate details as soon as they are finalized.

## What is an MCT?

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Microsoft Certified Trainers (MCTs) are the highest level of technical and instructional experts in Microsoft technologies who have met Microsoft's rigorous certification standards and can provide the highest quality training solutions for Microsoft products.

We offer training courses in the latest skills, focusing on technologies such as Microsoft365, Power Platform, and Azure.

Microsoft Certified Trainer is a worldwide certification that recognizes practical skills and broad knowledge.

In addition to supporting the trainer's skill development, promotions, and career changes, it is also a valuable asset to the trainer's company.



## MCT's Activities

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Up until now, not much has been known about MCTs in Japan or their activities.

This is because MCTs are usually on the teaching side in a learning environment, and most people in Japan might just assume they are some type of teacher working at a computer technical school.

MCTs are active in a variety of places, sometimes training corporate employees, and other times freelance, conducting training at small and medium-sized companies.



It is natural then that companies have doubts about whether they need MCTs.

Just as it is believed that "things are best left to experts in their field," so is the role of the MCT, an instructor who fosters experts in their field, and this is the role of the MCT, which fosters certified professionals.

## Benefits of MCT training

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- You will learn the correct use and knowledge of IT technologies, tools, and mechanisms
- Gain new skills that start with training
- Help to develop an in-house knowledgeable workforce and reduce costs by up-skilling personnel, especially in small to medium sized businesses.

These are some of the ways to learn the correct knowledge and techniques, allowing individuals to acquire knowledge and companies to save costs.

MCTs can also be consulted with to solve problems that staff have not been able to.

## What is the MCT Summit?

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It is a place where Microsoft Certified Trainers gather to share knowledge, build networking, and provide opportunities for professional growth.

It is also the only event where those who are not familiar with MCTs can understand what the MCT Program is all about.

This event is organized directly by MCTs themselves, and is partially sponsored and supported by Microsoft Headquarters.



# About MCT SUMMIT JAPAN 2024

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This is the first summit for Microsoft Certified Trainers to be held in Asia.

Along with Microsoft Certified Trainers, the event will also be attended by people hoping to become new MCTs, MCT alumni, and companies invested in the skilling and certification space.

The following themes are planned for MCT SUMMIT JAPAN 2024.

## **Theme 1: Use of AI and Copilot**

Copilot is an AI assistant developed by Microsoft.

Although Microsoft has held seminars and events for enterprises, many still have questions about Copilot.

Therefore, one of our themes we will encourage speakers to present on is Copilot- ranging from "Copilot for Microsoft 365" to "Copilot for Sales" to "Copilot for Security", etc. All Copilot skills will promote new ways of work for companies.

## **Theme 2: What is an MCT?**

Do you know what a Microsoft Certified Trainer is?

A certified trainer is a person who is familiar with Microsoft products and has the ability to teach those products.

In addition to certified trainers employed by a company, there are also certified trainers who work on a freelance basis, and their activities vary. Since some of you may or may not know about us certified trainers, we will again provide you with more information.

Some sessions will be open to the public, allowing anyone to participate. Some other sessions will only be open to current MCTs.

## **Theme 3: From Japan to Asia-and from Asia to the World!**

MCTs often get certified and then wonder "How can I try to find work" or "What are other MCTs doing?"

For this theme, we encourage sessions about how to utilize tools for MCTs to follow up and solve such "problems" and how to grow a network for training.

## Timeline

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The event is scheduled to be held on November 8th and 9th 2024. Detailed dates and times will be announced as soon as they are finalized, as speakers and other details are being coordinated.

**Date: November 8-9, 2024**

**Time Schedule (tentative):**

\*The first information will be announced around September, and the finalized schedule will be announced in October.

## Sponsor and Speaker Cooperation Requests

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Since MCT Summits are led by Microsoft Certified Trainers, Microsoft headquarters (USA) cooperates as a "sponsor" and encourages MCTs to conduct it on their own initiative.

Although this will be the first time for MCT SUMMIT to be held in Japan, there are regions such as North America, Middle East, Pakistan, and Europe where MCT Summits have already been held. As in these regions, sponsors are invited to apply for sponsorship in Japan as well.

The following are some of the advantages for companies who provide sponsorship

- Obtain training on new technologies that have yet to be implemented in the sponsor's company.
- Participate in sessions and give the sponsor's MCTs a chance to present and speak, gaining experience.
- Network with other trainers to increase the possibilities of what you can offer to clients.
- Invite other MCTs to work with you in the future (this can include talent scouting).
- Create a connection with freelance MCTs so they can consider collaboration in the future.
- Increase recognition of own company.

We would appreciate it if individuals and corporations who would like to support the event could provide some form of financial support for the event or help as a speaker.

Aside from the aforementioned Suggested Themes, we also invite trainers to speak on Office products, effective speaking, or any other content they plan.

We would love to have your cooperation and participation in some way in the first MCT Summit to be held in Japan. Please feel free to introduce other possible sponsors or speakers.

We will provide event details as soon as they are finalized, so please consider joining us. We look forward to working together.

## Sponsor's fee

Sponsorship fees for companies and individual entrepreneurs who are interested in cooperating in the MCT Summit are shown in the table below.

### 【Price List】

Rank	Price: Japanese Yen	Number to be offered	Privileges
Platinum	195,000	3	Logo display on back panel Sponsor introduction on the web (large logo) Exhibit your company's introduction booth (poster display allowed) Right to speak in one session
Gold	130,000	5	Sponsor introduction on the web (medium logo) Company introduction booth display (posters allowed)
Silver	65,000	UNLIMITED	Sponsor introduction on the web (small logo) Placement of brochures introducing your company (up to A4 size, maximum 3 types of brochures)
Bronze	32,500	UNLIMITED	Sponsor introduction on the web (small logo)

\* You can upgrade after payment by paying an additional amount (except Platinum/Gold). However, upgrading from Silver to Gold will not be possible if the maximum number of subscriptions has been reached. Please pay the additional amount by the date specified by us.

\* Please contact us for receipt issuance. The name of the fee will be "MCT SUMMIT JAPAN Sponsorship Fee."

\* If there is a limit to the number of available spaces, one space per group company will be allocated.

The planned sizes of back panels and booths are as follows.

### 【Back Panel】

Large: 3 x 4 (W3005 x H2265mm)

Small: 3 x 3 (W2265 x H2265mm)

### 【Booth size】

W2000 × 1500mm



Back Panel (Image)

## ■Application and Inquiries

If you would like to apply for sponsorship or for more information, please visit the MCT SUMMIT JAPAN website.

<https://www.mctsummit.jp/>



**We are very much looking forward to  
meeting you on the day of the event.**



**MCT SUMMIT JAPAN**