Festival: “It’s all about communication.”

Sunday July 7, 2013
10:00～18:00

Shirokane Campus,
Meiji Gakuin University

Session I
- **Keynote presentation:** 大学への提言: Recommending that Meiji Gakuin should significantly promote communication education programs.
- **Case 1:** グローバル企業の現場から: The view from the corporate world
- **Case 2:** 国際人道支援の現場から: The view from the non-profit sector

Session II
- **Panel discussion:** グローバル化における異文化衝突: How should we manage conflicts in global environments?

Session III
- **Debate:** 大学の英語公用語化の是非: Resolved: That Meiji Gakuin University should officially adopt English as the sole means of communication in all classroom activities in the Era of Globalization.
- **Executive summary of the festival**
課題認識と開催目的

本Festivalは、普段学ぶ機会の少ないグローバル化に対応するために必要なコミュニケーション要素と習得方法について考え、学習方法を討論します。

◆ グローバル化が加速しており、日本はそのプロセスへ積極的に参加しリーダーシップを発揮する立場にある。
◆ リーダーシップを発揮するためには、専門的知識・技術を修得することと同時に、説得力のあるコミュニケーション能力が必須である。

本Festivalの開催目的

◆ Global communityの各分野で活躍するMESA卒業生が、その職務・活動に触れ、説得力のあるコミュニケーション力とはどのような要素をもつか、またその修得方法につき聴衆の皆さんと情報の共有化を行う。
◆ 近い将来Global communityでリーダーシップを目指す若き人材、聴衆の皆様と語り合い、コミュニケーション学習方法を一緒に討論し構築する。

Global communityにおける3つの力

Global communityにおいてリーダーシップを確立するためには、メッセージを発信する力、創造的に解決する力、効果的に説得する力が必要であり、これら3つの力を結集するのがコミュニケーション教育です。

Be a message source
メッセージを発信する力

Communication education
基礎となるコミュニケーション教育

Create new value
創造的に解決する力

Argue effectively
効果的に説得する力

"Festival: It's all about communication." はこれら3つの力の統合を聴衆の皆さま方にプレゼンテーションし、聴衆の皆さまに参加する形で進行いたします。

主催者：MESAとは？

明治学院大学英語研究会(Meiji Gakuin English Study Association)は、1961年に設立された「英語で学ぶ」ことを主目的としたサークルです。昨年、設立50周年を迎え教育、ビジネス、非営利等の国際舞台で活躍する卒業生を約1000人輩出しています。
# Agenda

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<th>Time</th>
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<td>10:00 ~ 12:15</td>
<td><strong>Session I</strong></td>
<td>Rm. 3201</td>
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<td></td>
<td>Welcome message</td>
<td>Ayumu Shiomi ('97)</td>
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<td>Keynote speech</td>
<td>Yoshifumi Mikuma ('84)</td>
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<td>大学への提言: Recommending that Meiji Gakuin should significantly promote communication education programs.</td>
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<td>Case 1</td>
<td>Norihiro Makita ('01)</td>
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<td>グローバル企業の現場から: Communication challenges in the global corporate – Lessons learned from the post merger integration project –</td>
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<td>Case 2</td>
<td>Satoshi Sugai ('85)</td>
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<td>国際人道支援の現場から: What “communication” means for the Red Cross?</td>
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<td>Interaction session 〜Q&amp;A、意見交換〜</td>
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<td>Short presentation - Transcending Borders</td>
<td>Rie Takei ('03)</td>
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<td>12:15 ~ 13:30</td>
<td><strong>Networking session 1</strong></td>
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<td>13:30 ~ 15:00</td>
<td><strong>Session II</strong></td>
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<td>Panel discussion</td>
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<td>グローバル化における異文化衝突: How should we manage conflicts in global environments?</td>
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<td></td>
<td>1. Managing conflicts caused by language barriers.</td>
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<td>2. Managing conflicts caused by different work environments.</td>
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<td>3. Managing conflicts caused by cultural differences.</td>
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<td>~ Solutions summary: Agenda 1 to 3 ~</td>
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<td>4. Recommendations: How to acquire persuasive communication ability in global environments.</td>
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<td>Moderator: Takashi Kurita ('67)</td>
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<td>Panelists: Yasumitsu Abe ('81) Chie Shiramizu ('97) Takahiro Watanabe ('98) Hitomi Kurata ('99) Nanao Akanuma ('03)</td>
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<td>15:15 ~ 17:00</td>
<td><strong>Session III</strong></td>
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<td>Debate &amp; argumentation</td>
<td>Isao Ayabe ('84) Norio Sakurai ('84) Mayu Munesue ('09) Satori Suzuki ('09)</td>
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<td>英語公用語化の是非: Resolved: That Meiji Gakuin University should officially adopt English as the sole means of communication in all classroom activities in the era of Globalization.</td>
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<td>Debaters: Isao Ayabe ('84) Norio Sakurai ('84) Mayu Munesue ('09) Satori Suzuki ('09)</td>
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<td>Executive summary of the “festival”</td>
<td>Mitsugu Iwashita ('63)</td>
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<td>17:00~18:00</td>
<td><strong>Networking session 2</strong></td>
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Profiles

Session I

Yoshifumi Mikuma (‘84)

Dr. Mikuma is a professor at Hiroshima Institute of Technology specializing in English language education and speech communication. He is an author of a publication on how ESS (English Speaking Society) plays a role in English speaking education in Japan as it evolves. This is the only doctoral dissertation on ESS ever published. He won the top prize in the 24th All Japan Teacher’s English Speech Contest, 1986 (International Education Center) and many others, and he has coached a number of students who went on to prizes in oratorical events.

Norihiro Makita (‘01)

Mr. Makita works as a manager at Accenture, management and IT consulting firm, assisting clients mostly in the high tech sector in the post merger integration space. Prior to joining Accenture, he worked in the technology division of an American investment bank based in Tokyo and Hong Kong.

Satoshi Sugai (‘85)

Mr. Sugai is a Deputy General at Japanese Red Cross Society. During 28 years with the organization, he spent most of his career at the front line of disaster relief operations overseas, including 4 years at International Red Cross headquarters in Geneva. In the wake of the earthquake in March 2011, Mr. Sugai also served as Director of The Great East Japan Earthquake Recovery Task Force.

Rie Takei (‘03)

Ms. Takei is a Research Assistant to Dr. Yoshiko Nakano at the school of Modern Languages and Cultures, The University of Hong Kong. Prior to moving to Hong Kong, she spent 9 years as a video coordinator in the newsroom of TV Asahi.

Session II

Takashi Kurita (‘67)

Mr. Kurita has a breadth of corporate experience, most recently with Fender Musical Instruments Corp., the company he retired in 2005. During his 38 career, he mainly dealt with export and import business. He spent 6 years in Indonesia and 1.5 in Singapore marketing and selling musical instruments & electronic devices at Yamaha. Mr. Kurita currently serves as a youth counselor in Hamamatsu City.

Yasumitsu Abe (‘81)

Mr. Abe is a VP, Executive Officer and GM-Procurement & Logistics Management at Chiyoda Corp. He has a wealth of international experiences, including projects in Saudi Arabia, Qatar, and Malaysia. He spent 15 years in Malaysia, where he ran his own business. He returned to Chiyoda in 2008 to take part in corporate management at Yokohama and Shanghai, and is responsible for equipment/materials procurement, project logistics, materials management, overseas construction, and commissioning.
Chie Shiramizu ('97)

Ms. Shiramizu started her career as an English teacher at a language school and currently teaches at Keisen university and Kanto Gakuin university. She earned MA in TESOL from Teachers Collage Columbia University in 2012.

Takahiro Watanabe ('98)

Mr. Watanabe is a co-founder of Japan’s first SEO (search engine optimization) agency, currently serving as Chief Strategy Officer of IREP. He has been a speaker for SEM related events and is the author of a number of books. He is in charge of a broad area of business development, covering countries in Asia and North America.

Hitomi Kurata ('99)

Ms. Kurata has extensive experience in the Japanese subtitling, dubbing and TV broadcasting field for the entertainment industry and now works for a Home Entertainment company of a major Hollywood Studio. She is a project manager for various feature film and television series to be released on DVD and Blu-ray.

Nanao Akanuma ('03)

Dr. Akanuma is a cultural anthropologist who earned her Ph.D. at the University of California, Irvine. Her interest lies in the intersection of sports and media in Japanese culture. She is a former junior fellow of the UCI School of Social Sciences. After spending eight years in academia conducting research and teaching courses in anthropology, Dr. Akanuma has recently made her career transition and is now working as a coordinator for International News Gathering and Network Operations at NHK.

Session III

Isao Ayabe ('83)

Mr. Ayabe is an associate professor of Tokai University, with a specialty in intercultural communication and public speaking, teaching through debate and speech. Mr. Ayabe is busy competing and judging debate contests literally around the globe. His most prominent success incudes championship titles in ESUJ, JDA, and The Daily Yomiuri tournaments. Mr. Ayabe is an administrative officer of Japan Debate Association (JDA).

Norio Sakurai ('84)

Working as a manager at Corporate Communications Headquarters, Nissin Foods Holdings, Mr. Sakurai also works as deputy chief executive of World Instant Noodles Association (WINA). He earned his MBA at Tulane University in 1993. In his private life, Mr. Sakurai serves as president of Japan Businesspeople Debate Federation (JBDF). He is two-time champion of two major debate tournaments: The Daily Yomiuri Debate Tournament (2002 and 2004) and JDA Debate Tournament (spring and fall, 2005).
**Mayu Munesue (‘09)**

Ms. Munesue is a tour organizer at Club Tourism International Inc., where she plans and accompanies cruise tours to North and South Americas. While she was at the university, she competed in a number of debate contests in and out of the ESS community. In 2007, Ms. Munesue won the second prize at The Autumn Debate Tournament, one of the most competitive open tournaments.

**Satori Suzuki (‘09)**

Mr. Suzuki is an experienced sales representative at Giorgio Armani Japan, dealing with customers worldwide at the flagship store in Ginza. Back in university, Mr. Suzuki served as the president of MESA in 2007, and he was vigorously engaged in debate and discussion activities.

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**Executive summary**

**Mitsugu Iwashita (‘63)**

Mr. Iwashita is the president of Intercultural Business Communication Center, educating and training business people who are assigned to work overseas as managers. He studied at Ph.D. department of Arts and Sciences of Communication, University of Southern California. He also coaches debate and argumentation.

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**Program Coordinators (MC)**

**Miho Sezaki (‘98)**

Ms. Sezaki is an English teacher at Kawasaki city high school for Science and Technology. Apart from her teaching responsibilities in classrooms, she is active in competing in speech contests.

**Norihiro Makita (‘01)**

See profile on the previous page

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**Staff**

- **Ayumu Shiomi (‘97)**
  University liaison officer
- **Megumi Murata (‘03)**
  Public relations
- **Yohei Kanai (‘01)**
  Event logistics
イベントの楽しみ方

聴衆の皆さまに当イベントを楽しんでいただくためのご案内です。

1 Interactive with speakers

各プレゼンテーションの最後に聴衆の皆さまから質問、反論、フィードバックをいただく時間を設けております。ご発言は日本語でも英語でも構いません。積極的なご発言をお待ちしております。

2 Express your reaction during presentations

さらに聴衆の皆さまと登壇者のコミュニケーションを双方向のものとするため、お手元にお配りした三色の用紙にて皆さまの正直なお気持ちをお伝えください。

- **Red** ⇒ 違和感あり。反対。
- **Blue** ⇒ 「いいね！」
- **White** ⇒ わからない。

3 Network with participants

当イベントでは、登壇者と、または参加者の皆さま同士で交流していただく機会を2回設けております。喉を潤していただくものと、大変ささやかながら軽食を準備しておりますので、ふるってご参加ください。

☆Networking session 1☆: 12:15〜13:30※（ランチタイム） 会場：3101
☆Networking session 2☆: 17:00〜18:00※（閉会後） 会場：3101

（終了時間に関しましては、運営の都合上、皆様のご協力お願いいたします。）

4 For extra fun...

七夕というよき日にお越しくださった皆さまと共に素敵な1日を過ごせるようなお楽しみをご用意しております。詳細は適宜MCよりアナウンスいたします。当イベントを是非最後までお楽しみください。