

Hakuhodo DY ONE to Design and Run Wakayama Prefecture's FY 2025 Applied Generative AI Workshop ~A Hands-on Program Designed to Promote Corporate Use of the Tech~

Tokyo, August 18, 2025 – Hakuhodo DY ONE, Inc. is pleased to announce that it has been chosen to design and run Wakayama Prefecture's FY 2025 Applied Generative AI Workshop for businesses in the prefecture. The workshop is designed to promote use of generative AI and train AI practitioners. As generative AI assumes greater importance for businesses, AI knowledge and skills that can immediately be applied on the job are in increasing demand. By designing and offering hands-on training programs, Hakuhodo DY ONE is committed to promoting wider utilization of generative AI among Japanese companies and training people to use it.



In recent years, generative AI technology has accelerated advances in the efficiency and sophistication of business operations. It also plays an increasing role in social infrastructure. For companies, leveraging generative AI is becoming indispensable to maintaining and enhancing their competitive edge. For that reason, senior executives, departmental leaders, and practitioners on the front lines all need to acquire AI knowledge and skills and actively apply them on the job.

The FY 2025 Applied Generative AI Workshop is organized by the Wakayama prefectural government with the goal of driving the digital transformation of businesses in the prefecture and promoting their use of generative AI. It equips participants with basic knowledge and skills related to data utilization and digital technologies. Hakuhodo DY ONE has to date assisted many companies in the areas of digitization and AI. We possess a wealth of knowledge and experience in the field. For example, we offer consulting services on how to overhaul organizational structures and business operations, and boost productivity, by leveraging the latest generative AI technology. We also provide support to companies in adopting and utilizing generative AI tailored to their specific business requirements. Internally, meanwhile, we have introduced AI agents in the digital advertising field and automated and streamlined business processes by leveraging generative AI. We have thus succeeded in making productivity gains and generating value added in a multitude of operational areas.

By designing and running the FY 2025 Applied Generative AI Workshop, Hakuodo DY ONE will assist Wakayama Prefecture-based companies in utilizing generative AI more effectively and support training of the people who actually use it. Drawing on our knowledge and extensive track record, we will offer a hands-on program that proves useful on the job. We will thereby help Wakayama-based companies become more competitive, reform their operations, and generate new value. Going forward, we will actively support companies in leveraging generative AI and developing talent, thus propelling the business revolution and wave of innovation triggered by generative AI.

■ Overview of the upcoming workshop designed and run by Hakuodo DY ONE

The FY 2025 Applied Generative AI Workshop is a self-contained one-day program where senior executives, departmental leaders, and frontline practitioners at Wakayama Prefecture-based companies will systematically learn about generative AI, from the basics to practical applications. The participants will develop a better understanding of how generative AI works and explore the latest case studies of the technology in action. Using their own company's business challenges as subject matter, they will also gain hands-on experience in formulating and presenting solutions leveraging generative AI. Top executives who have concerns about adopting generative AI will thus acquire the practical knowledge and experience required to take the first step. The workshop will be the perfect opportunity to expand the possibilities for leveraging AI in their business. It will offer an experience of generative AI that they will want to share with someone.

Date: Friday, October 24, 2025

Venue: Wakayama Prefectural Cultural Hall

Size and eligibility: 30 businesspeople from companies in Wakayama Prefecture

Instructor: Shu Nakahara, Chief AI Strategist, Hakuodo DY ONE

Details:

- Participants will acquire basic knowledge and skills relating to generative AI.
 - They will develop a better understanding of how generative AI works and ways to leverage it.
 - Being in workshop format, the session will let them apply generative AI to their own firm's operations.
 - There will be a final presentation where results are shared.
- [Click here for details](#) (Japanese only)

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<Corporate Information>

■Hakuhodo DY ONE Inc. <https://www.hakuhodody-one.co.jp/en/>

Hakuhodo DY ONE leverages its expertise and know-how in digital advertising, cultivated since the early days of internet advertising, to provide integrated digital marketing services. With strengths in marketing strategy formulation, creativity, advanced operational management, technological development, and close relationships with media companies and platforms, we offer comprehensive support for digital-driven marketing strategies and technology utilization to both Japanese and international clients.

As we move forward as the "Digital Core" of the Hakuhodo DY Group, we aim to become the industry's leading digital marketing company by consolidating the group's knowledge and resources and combining high-level expertise with strong proposal capabilities.

By positioning ourselves as an Integrated Strategy Partner, we will continuously challenge and advance ourselves to be our clients' one and only "ONE" for their sustainable growth and enhancement of corporate value.

Location : Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6316, Japan
Representative : Yuzo Tanaka, Chairman of the Board, Representative Director
Hiroto Kosaka, President, Representative Director
Shareholders : 100% owned by the Hakuhodo DY Group
Employees : 3,172 (April 1, 2025, forecast)
Start of integration : April 1, 2024
Business : Planning, consulting, agency operations and investment activities
related to all aspects of digital marketing

For inquiries regarding this News Release

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