



Contents

HOME | Our Company > Business Info > Contents > Event Promotion Division

Event Promotion Division



▲コロコロ魂フェスティバル2025 in 東京おもちゃショー



▲放送30周年記念TVアニメ「名探偵コナン」展
©青山剛昌／小学館・読売テレビ・TMS 1996



▲ダンダダン ゲンガテン
©龍幸伸／集英社



▲アニメ 葬送のフリーレン展
～冒険の終わりに始まる物語～
©山田鐘人・アベツカサ／小学館／「葬送のフリーレン」製作委員会



▲特別展「チ。―地球の運動について―
地球が動く」
©魚豊／小学館／チ。―地球の運動について―製作委員会



▲コロツアー2025



▲全国小学生プログラミング大会
「ゼロワンランドスラム」決勝大会
©ゼロワンランドスラム実行委員会



▲小学館&あんふん ギョット
こどもフェスティバル



▲ラグビー日本代表
BRAVE BLOSSOMSブース
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▲チキップダンスーズダンスフェス
©San-X／チキップダンスーズおどるん会

Planning and management of character events.

The Promotion Division handles a large number of events and exhibitions for children and fans, focusing on popular characters from the “manga” and “anime” content of Shogakukan, Shueisha, and other publishers.

Together with our many partner companies, we are able to handle the entire process from planning to production and operation. We offer a wide variety of events, from large-scale events and special exhibitions, to packaged events such as character meet-and-greet events and rallies that are held throughout Japan.

We also handle events for a wide variety of customers, from cultural lectures and award ceremonies to public events, making us a department capable of planning and disseminating information to all kinds of customers.

We will continue to bring fun and smiles to as many people as possible by utilizing our accumulated know-how.