

22 March 2018
PATTAYA, THAILAND

CREATIVE@ADFEST 2018

ADFEST 2018 “TRANSFORM” continues to inform and entertain more than 1,000 delegates at PEACH, the Royal Cliff Hotels Group in Pattaya, Thailand with the second day of Craft@ADFEST in full swing.

From Friday, 23rd March, the baton is passed to Creative@ADFEST, with a program dedicated to agency and marketing professionals. Speaker sessions and workshops fill the daily program, culminating in the presentation of the annual Lotus Awards on Friday and Saturday evenings.

CREATIVE@ADFEST SPEAKER SESSIONS

Creative@ADFEST has something for everyone across the two final days of this annual festival and the ADFEST theme “TRANSFORM” runs through the heart of the program of events.

Whether you are interested in the latest agency rankings from The Gunn Report, which fresh young team will transform their creative achievements and win the Young Lotus Workshop challenge; what the Jury Presidents thought of this year’s amazing work from Asia Pacific and MENA regions; what the Contagious trends are for future-proofing brands; how to re-energise legacy brands; or simply how to create powerful ideas, there is a session that covers it.

The seminar program will culminate in Joyce King Thomas’ keynote speech, titled “How a 30,000 year-old medium became the most transformative idea of 2017”. Joyce King Thomas is the Grand Jury President for ADFEST 2018 and Chairman and Chief Creative Officer at McCann XBC, based in New York. What a way to end the seminar program at ADFEST 2018 “TRANSFORM”

A full program of seminars is available on the ADFEST APP and official event website www.adfest.com

CREATIVE@ADFEST WORKSHOPS

There are two workshops on offer to delegates as part of CREATIVE@ADFEST. They will provide delegates with an interactive approach to creative inspiration and a progressive view of what last year’s D&AD winners can reveal about the future for creativity.

Ithyle Griffiths, of Angela & Ithyle Inc., Los Angeles is the organizer of the first workshop on Friday, 23rd March 2018. He focuses on new and exciting ways to be creative. The session is entitled, “The Collage Experiment: Getting your Hands Dirty to Spark Creative Ideas”. This workshop will guarantee each participant will walk away with an individual art piece that is vastly different from each of the other attendees, whilst all are following the exact same instructions.

In the afternoon, Tim Lindsay, Chief Executive Officer of D&AD will facilitate a workshop in conjunction with ADFEST that is entitled, “D&AD Award Winners: Themes of Today and Predictions for the Future”. This session will provide a deep dive into the macro trends of 2017’s D&AD Winners and what that could mean for the industry going forward. It promises to share some strong insights.

ADFEST strives to provide a creative forum and stimulus for learning for the advertising community in Asia Pacific and the Middle East region. Every year, the great cultural diversity of work from the region is showcased, rewarded and celebrated. The festival is designed to be inspirational, educational and innovative, with integrity and openness.

ADFEST 2018 “TRANSFORM” takes place from 21st – 24th March 2018 at PEACH, Royal Cliff Hotels Group, Pattaya, Thailand.

Join us in celebrating transformational creativity by following #ADFEST2018 on Facebook, Twitter and Instagram now!

Access ADFEST Connect online at www.adfest.com/adfest_connect.php or through the ADFEST APP, download at the App Store, or for Android via <http://www.adfest.com/app2018/download/index.html>