

WED 20 MAR

9.00
Hall A: Audio/Branded Entertainment/Design/Effective/Film/Film Craft/INNOVA/Integrated/Interactive/Lotus Roots/Mobile/New Director/Print Craft
Hall A Foyer Special Screening: ADC*E/D&AD/FIAP/LIA/Locomotive/Longxi/One Show/straight 8/YDA
Hall D Foyer: Brand Experience & Engagement/Direct/eCommerce/Media/Outdoor/Press

9.45
TRENDS FROM THE WORLD'S MOST CREATIVE CAMPAIGNS
Ed Pank
WARC Asia Pacific

10.40
TECHNOLOGY INNOVATION AND BRAND BUILDING
Paul Lu
Intel China

11.15
MAKE VR SOMETHING MORE THAN JUST A ROLLER COASTER RIDE. CINEMATIC VR.
Przemek Drops Drosik
LocoMotive

11.50
IDEAS. PATTERNS & AI
Vishal Sagar
Gurbaksh Singh
Dentsu Webchutney

12.25
WHY HUMAN INSIGHT MATTERS MORE IN THE TECH-DRIVEN ERA
Thomas Hongtack Kim
2kg

9.30
BREAKOUT STAGE: INNOVA LOTUS SHORTLISTS PRESENTATION

PRE-REGISTRATION REQUIRED
OPEN SPACE WORKSHOP: TMRRW BIZ SCHOOL

THU 21 MAR

9.00
Hall A: Audio/Branded Entertainment/Design/Effective/Film/Film Craft/ INNOVA/Integrated/Interactive/Lotus Roots/Mobile/New Director/Print Craft
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10.00
Coffee Break

10.40
PICTURE SAYS A THOUSAND WORDS
Michelle Cao
VPhoto

11.15
THE CHANGING FACE OF RETAIL
Leslie Hodgkin
Cheil Worldwide

11.50
WORLD ANIMATION DOMINATION
Marko Klijin
Cirkus

12.25
AUGMENTED REALITY IS THE FUTURE OF ADVERTISING
Emile Rademeyer
VANDAL

9.30
PRE-REGISTRATION REQUIRED
OPEN SPACE WORKSHOP: TMRRW BIZ SCHOOL

PRE-REGISTRATION REQUIRED
PATTAYA 4: VR AND AMBISONICS: CREATING THE FUTURE OF HISTORY
Marco Biemann
I Am Cardboard PH
Vic Icasas & Dennis Cham
Hit Productions Inc.

13.00 LUNCH

14.30
MORE FEMALE VOICES IN THE ADVERTISING PIPELINE ENCOURAGING PARITY IN THE BUSINESS
Pippa Bhatt & Carly Stone, *Madam Films*
Emma Daines, *Fin Design and Effects*
Maria Laletina, *SHP & SHP+*
Victoria Conners, *The Producers*

15.05
VFX AND THE FUTURE OF CREATIVE COLLABORATION: GETTING THE MOST OUT OF PARTNERSHIP
Jamie Loudon
MPC Shanghai

15.40
THINK WITHIN THE 9:16 BOX-VERTICAL STORYTELLING
Guan Hin Tay
TGH Collective

16.15
WOMEN DON'T DRINK BEER... (HOW YOUR DATA IS ALL WRONG)
Kevin Larken, Richard Reid & Rica Facundo
Moderated by Krittin Sapon
Iris Worldwide

16.50
BEYOND CULTURE, WHAT INFLUENCES FILM CRAFT?
Karina Taira
Aki Mizutani, *Cutters Tokyo*
Sling Ng, *Directors Think Tank*
Moderated by Julie Thomas-Toda, *AOI Pro. Inc.*

PRE-REGISTRATION REQUIRED
OPEN SPACE WORKSHOP: WAYS TO GROW
Claudia Cristovao
Umma Saini
Google

14.30
WHAT WOULD JULIET DO? STAYING CREATIVE IN A CHANGING WORLD.
Umma Saini
Google

15.05
2019 BRANDS: YOUR SUCCESS IS IN SOUND
Diederik van Middelkoop
Amp.Amsterdam

15.40
THE FABULOUS FIVE 2019
Moderated by Ali Brown
Jo Motoyo, *TOKYO/TAIYO KIKAKU Co., Ltd.*
Mai Murata, *Dentsu Creative X Inc.*
Naoto Mitake, *AOI Pro. Inc. & Directors Think Tank*
Rin Soejima, *AOI Pro. Inc.*
Tomu Yamaguchi, *AOI Pro. Inc.*

13.00
PRE-REGISTRATION REQUIRED
PATTAYA 6: WORLD PRODUCERS SUMMIT
Steve Davies
Francois Chilot
APA & CFPE

PRE-REGISTRATION REQUIRED
OPEN SPACE WORKSHOP: STIMULATION NOT REPLICATION
Paul Drake
D&AD

18.00
NETWORK COCKTAIL
@ Grand Pool Patio

18.00
WELCOME PARTY
@ Lotus Pond

9.00
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9.30

10.00 Coffee Break

10.00

10.00 Coffee Break

10.00

10.40
WHY THE WORLD NEEDS MORE AGENCIES AND HOW TO START ONE
 Nick Cummins
The Royals

BREAKOUT STAGE: JURIES INSIGHTS

PRE-REGISTRATION REQUIRED

10.40
INSPIRING CREATIVE EXCELLENCE
 Paul Drake
D&AD

BREAKOUT STAGE: JURIES INSIGHTS

PRE-REGISTRATION REQUIRED

11.15
LET'S LEARN FROM THE "CREATIVE HACKERS"
 Tahaab Rais
FP7 McCann MENAT

10.00 - 10.40
 Interactive Lotus & Mobile Lotus

OPEN SPACE WORKSHOP: TMRRW BIZ SCHOOL

11.15
MULLENLOWE GROUP Presents YOUNG LOTUS WORKSHOP 2019: FULL STACK CREATIVE
 Vincent Dignonnet
 Leigh Reyes

10.00 - 10.40
 Brand Ent. Lotus, Effective Lotus & Integrated Lotus

OPEN SPACE WORKSHOP: TMRRW BIZ SCHOOL

11.50
IS ADVERTISING MORE FUN IN THE PHILIPPINES?
 David Guerrero
4As Philippines

10.45 - 11.25
 Design Lotus & Print Craft Lotus

11.30 - 12.10
 Brand Exp. & Engagement Lotus & Direct Lotus

10.45 - 11.25
 Audio Lotus & Film Lotus

11.30 - 12.10
 INNOVA Lotus & Lotus Roots

12.25
MOVING TOYOTA INTO TOMORROW. TODAY.
 Toyota's Movement Towards Positive Change
 Joshua Okada & Chris Gurney, ADK Jerome Louis, *Toyota Motor Asia Pacific*

12.15 - 12.55
 Outdoor Lotus & Press Lotus

13.00 LUNCH

14.30
VIVA COMMERCIAL FILMS!!!!
 Mitsuaki Imura
 Morihiko Hasebe
 Miho Hashimoto
Hakuhodo Inc.

PRE-REGISTRATION REQUIRED

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14.30
FORTUNE FAVOURS THE BRAVE
 Paul Kemp-Robertson
Contagious

15.05
CAN SOAP SAVE THE WORLD?
 Dominique Touchaud
P&G

PATTAYA 6: THINK LIKE A MURDER MYSTERY WRITER
 Ankur Kalita
J. Walter Thompson

OPEN SPACE WORKSHOP: STIMULATION NOT REPLICATION
 Paul Drake
D&AD

15.05
THROUGH THE PRESIDENTS' EYES I
 Moderated by Ted Lim
 Brand Experience & Engagement Lotus & Direct Lotus
 Design Lotus & Print Craft Lotus
 Film Craft Lotus & New Director Lotus
 Interactive Lotus & Mobile Lotus

PRE-REGISTRATION REQUIRED

15.40
THE ONE CLUB FOR CREATIVITY - MORE THAN JUST AN AWARD SHOW
 Pat Baron
The One Club for Creativity

15.45
BREAKOUT STAGE: JURIES INSIGHTS

PRE-REGISTRATION REQUIRED

15.55
THROUGH THE PRESIDENTS' EYES II
 Moderated by David Guerrero
 Audio Lotus & Film Lotus
 Branded Entertainment Lotus, Effective Lotus & Integrated Lotus
 eCommerce Lotus & Media Lotus
 INNOVA Lotus & Lotus Roots
 Outdoor Lotus & Press Lotus

OPEN SPACE WORKSHOP: SPEED DATING WITH THE JURIES

16.15
THE NEW ERA OF CREATIVE PROBLEM SOLVING
 Marcus Tesoriero
The Brand Agency

15.45 - 16.25
 Film Craft Lotus & New Director Lotus

16.30 - 17.10
 eCommerce Lotus & Media Lotus

16.50
THE CHICKEN, THE EGG, OR IN TODAY'S TECH WORLD, DOES THE OMELETTE COME FIRST?
 Elav Horwitz
McCann Worldgroup

16.50
OBEY YOUR HUNCHES
 Mark Tutssel
 Grand Jury President

17.25 Coffee Break

18.00
AWARD PRESENTATION
 Interactive Lotus & Mobile Lotus
 Design Lotus & Print Craft Lotus
 Brand Experience & Engagement Lotus & Direct Lotus
 Outdoor Lotus & Press Lotus
 New Director Lotus (inc. Fabulous Five) & Film Craft Lotus

18.00
AWARD PRESENTATION
 TMRRW Biz School
 Young Lotus
 eCommerce Lotus & Media Lotus
 Audio Lotus & Film Lotus
 Branded Entertainment Lotus, Effective Lotus & Integrated Lotus
 INNOVA Lotus & Lotus Roots
 Special Awards

20.30 After Party @ Infini Pool