

TMRROW
ADFEST 2019
TODAY



ADFEST 2019 PROGRAM PROPOSAL GUIDE

20 - 23 March, PEACH, Royal Cliff Hotels Group, Pattaya, Thailand



"Don't miss the opportunity to share your inspiring & groundbreaking content at ADFEST 2019"

Who we are ?

ADFEST is Asia's most celebrated and recognised regional creative festival.

Founded in 1998, ADFEST is the ideal place for the creative industry to gather, network, exchange ideas, and meet new friends.

With less than 200 delegates its 1st year, ADFEST now welcomes over 1,200 delegates from all over the world each year.

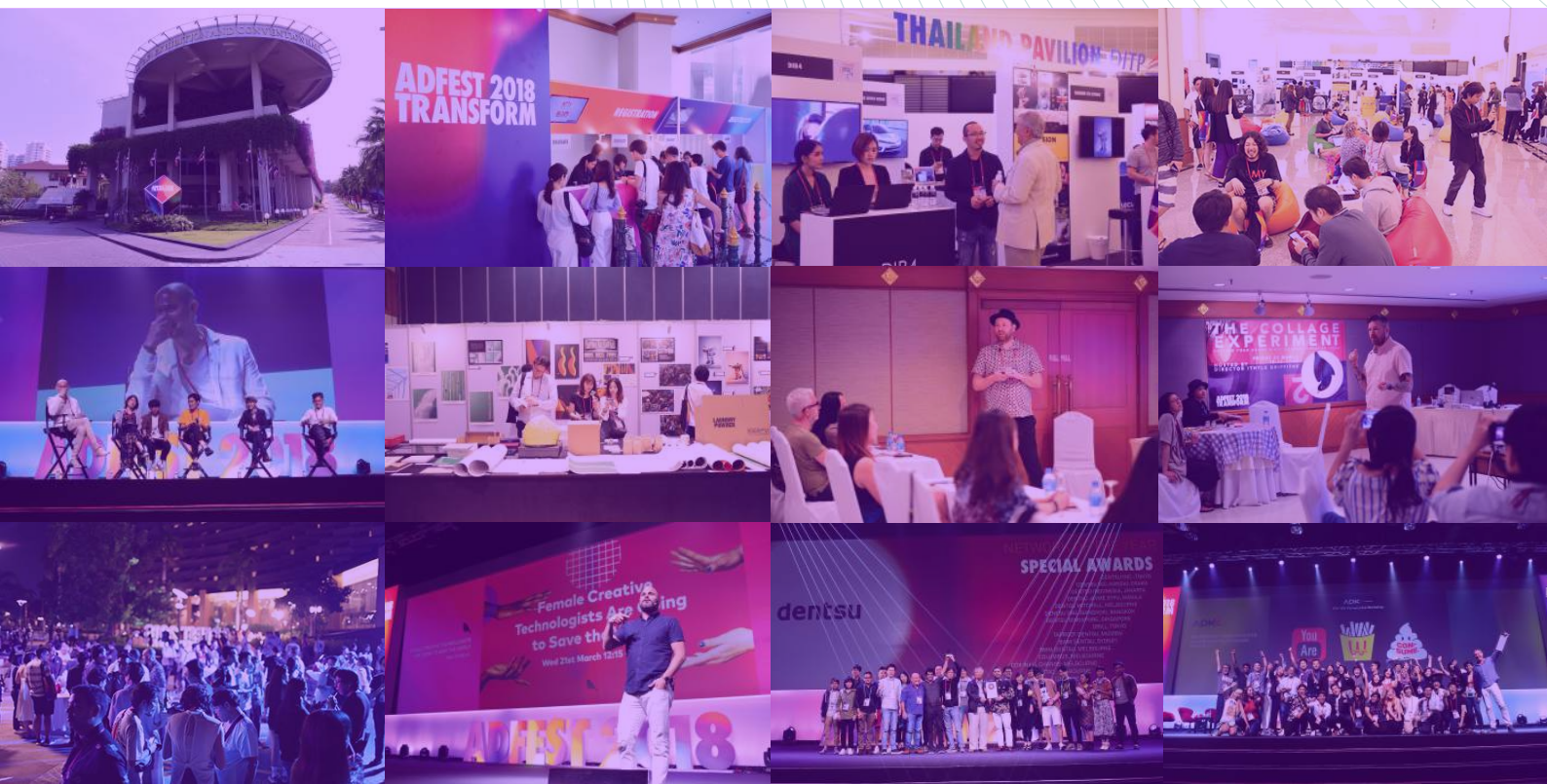
It is the annual creative festival not to be missed to stay at the forefront of the rapidly changing creative, marketing and production industries.

ADFEST not only raises the standard of creative excellence in the region, it also celebrates the uniqueness of local culture.

It is a learning hub for those in the communication industry through showcasing of the region's best creative works and inspiring content from experts in various disciplines. It is also the perfect place to relax, learn, and meet new friends in the industry.

The 4 day festival offers a wide range of speaker session, breakout workshops, parties, networking events, vast exhibition gallery, and award presentations to the region's best works.

ADFEST 2019 takes place during 20th – 23rd March at the Royal Cliff Hotels Group in Pattaya, Thailand.



Theme

"TMRRW.TDAY"

Reset your world at ADFEST 2019 TMRRW.TDAY

It's all about the future. We are changing. We are going forward. Every day.

Create new values. Throw out the old. Start anew.

The future will happen if we take control today.

Build our skills. Pass on our knowledge. Apply our creativity. Experiment.

Creating a cultural connection between man and machine.

Come to ADFEST 2019 and find tomorrow's world today.

TMRRW
ADFEST 2019
TDAY

Program Content

The program content is divided into two streams :

Craft@ADFEST: 20th -21st MARCH

This two-day program shines a spotlight on production, digital, content and technology trends, such as virtual reality, animation, music and special effects.

Creative@ADFEST: 22nd - 23rd MARCH

This two-day program will focus on inspiring and pushing the boundaries of the creative & communications industry.



**" Make your mark.
And take the stage at ADFEST 2019 "**

Road to take the ADFEST stage

Step 1: The Ground Rules

Step 2: Content & Speaker

Step 3: Select your Format

Step 4: Prepare the Submission

Step 5: Submit your Proposal

Step 1: The Ground Rules

Key Dates

- Program Proposals must be submitted online by **30th November 2018**.
- ADFEST will get back to you on your proposal by **mid-December 2018**. You will have a week to confirm your slot for ADFEST 2019. If ADFEST does not hear back from you within a week of notification, your slot offer will be forfeited.
- If your session/workshop is confirmed, you will be required to send in a draft of your session/workshop content to ADFEST for review at least 2 weeks prior to festival commencement.

Provisions

- ADFEST **does not provide T&A** to speakers. Therefore, costs of travel, speaker fees, accommodation must be covered by you or company hosting the session.
- ADFEST provides complimentary full festival pass (4-day festival pass) to the speaker/s only. Accompanying personnel are not eligible for the complimentary pass.

Submission & Program

- Submitting a proposal does not guarantee that your session will be selected.
- You can submit more than one proposal for session and/or workshop.
- While ADFEST will do our best to accommodate your preference, your preferred program selection (Craft/Creative) or format of the session or workshop (Workshop Room/Open Space) is not guaranteed. ADFEST is at liberty to arrange the session or workshop according to availability.
- Remember that our delegates want to hear inspiring creative, groundbreaking content, and not sale pitches!

Step 2 : Content & Speaker

Know your audience at ADFEST.

Most delegates are from the creative industry and crave inspiring creativity, trends, and breakthroughs. The heart of your content is creativity.

Content Considerations

- An inspirational piece or a transformative idea
- Game-changing and innovative developments
- Insightful creativity and groundbreaking ideas
- A call to action that inspire and challenge the audience
- The fresh way of thinking, original thinking and unique concept
- Predictions or trends of the technology or creative industries

ADFEST welcomes other content as well if it is of value and interest to our delegates.

Speaker Considerations

The messenger is as crucial as the message itself. So make sure the speaker you propose is suitable for the content. Also, check your proposed speaker's availability before you submit your proposal.

Tips on Content

All proposal submissions will be reviewed by the ADFEST committee. With more submissions than available slots, ADFEST carefully considers its content to ensure there is a wide range of content and specialties to inspire our delegates.

Some basis of considerations by the ADFEST committee in selecting its content include:

- Is the content new, innovative, creative, inspirational, and relevant to delegates?
- Does it add to the ADFEST theme?
- Are the content and speaker appropriate for ADFEST?
- Is it a **sales pitch**? If so, this is certainly the first batch of content we strike out as not of interest to our delegates.

Step 3: Select your Format

Depending on the nature of your content & speaker, you can choose to submit your proposal for either Speaker Session or Workshop format.

Speaker Sessions

Informative content with limited interaction with the audience.

Session Duration: 35 Minutes
Capacity: 800 – 1,000

The main stage in the conference hall is most suitable for non-interactive formats such as, but not limited to:

- **Talk or Keynote-style Presentation**
One or two people give a speech or talk with presentation materials.
- **Panel Discussion**
Sorting out great leaders and icons with creative idea focus or a panel session with an experts who have knowledge and experience in their field with a professional moderator.
- **Practical Demonstration**
These could be show-and-tell, or even involve the audience.



Workshops

For more hands-on and interactive group settings, the workshops are ideal to maximise personalisation, interaction, and learning experience.

Workshop Room

Workshop Duration: Maximum 3 Hours

Capacity: Maximum 50 participants

Workshop room format is most suitable for workshops formats such as:

- **Presentation**
Presentation format requiring technical set-up in a controlled environment.
- **Group Discussion & Exercises**
Individual or team challenges, competitive elements, collaborative projects.
- **Training**
Teaching of a technical skill that could also require participation and assignments.
- **Experiential**
Participation in simulations or crafting that require set-up in a controlled environment.



Open Space Workshop

Workshop Duration: Maximum 3 Hours

Capacity: Maximum 20 participants

- **Experiential**
Participation in simulations or crafting that can be set-up in open space area.



Step 4: Prepare your Submission

Before you submit your proposal online, make sure you have:

- Session/Workshop Title (10 words max.)
- Brief Objective of the Session/Workshop (50 words max.)
- Synopsis of the Session/Workshop (200 words max.)
- Confirmed proposed speaker's availability
- Speaker's biography (250 words max.)
- Additional references (if any)
- Tags for your content (key issues addressed in the session/workshop)
- Read the Ground Rules for the Program Proposal Submission
- Decided on your preferred program submission (Craft/Creative) and preferred format Session or Workshop (Workshop Room/Open Space Workshop)
- Consider whether content or part of the content can be live streamed during ADFEST. While streaming permission not a compulsory requirement, it is recommended.

Step 5: Submit your Proposal

Submit your proposal at www.adfest.com/program_proposal_submission.php by **30th November 2018**.

ADFEST will get back to you on your proposal by **mid-December 2018**. You will have a week to confirm your slot for ADFEST 2019. If ADFEST does not hear back from you within a week of notification, your slot offer will be forfeited. So stay tuned!

For enquiries please contact Amp at:
sessions@ADFEST.com and Workshop@ADFEST.com

See you at ADFEST!