



ADFEST

ADFEST 2020
PROGRAM PROPOSAL GUIDE

18 - 21 March, PEACH,
Royal Cliff Hotels Group,
Pattaya, Thailand



ADFEST

WELCOME TO ADFEST

ADFEST is Asia's most celebrated 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.

ADFEST is included in the WARC Rankings, successor to The Gunn Report. The WARC Rankings combine the winners' lists from the world's most important awards to establish the annual worldwide league tables for the global advertising industry.

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.

ADFEST 2020 takes place during 18th – 21st March at the Royal Cliff Hotels Group in Pattaya, Thailand



“FIRED UP!”

It's that feeling when you're smokin' hot, you get a fire in your belly that urges you to say your piece.

You're invincible, dynamic, resilient, empowered by passion. Nothing can stop you and people will hear you roar!

All that creative energy comes together at ADFEST 2020 “Fired Up!” so be ready to feel the heat when you join us.

Rally and give your support to those now emerging onto the scene as ADFEST offers students of advertising and communications the chance to compete for the very first Lotus Seeds Award.

Be there to see the winners of Young Lotus and Fabulous Five – talented individuals that are starting to flex their creative muscle and turning heads.

Grab the chance to learn from the masters, Speed Dating with Juries.

Ideas that shine the brightest. The courage to question the status quo. The energy to change the world for the better.

What will you back? Who will you meet? How will it change your creative world? Will you be fired up?

Come and see ADFEST Fired Up! from 18th – 21st March 2020 and celebrate the hot new creativity exploding across in our diverse region.



ADFEST

PROGRAM CONTENT

The Program content is divided into two streams:

Craft@ADFEST: 18th – 19th 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: 20th – 21st 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 2020”**





ROAD THE ADFEST STAGE



Step 1:
The Ground Rules



Step 2:
Content & Speaker



Step 3:
Select your Format



Step 4:
Prepare your Submission



Step 5:
Submit your Proposal



STEP 1: THE GROUND RULES

Key Dates

- Program Proposals must be submitted online by **30th November 2019**
- ADFEST will get back to you on your proposal by the end of January 2020 at the latest. You will have a week to confirm your slot for ADFEST 2020. 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, and accommodation must be covered by you or company hosting the session or workshop.
- 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!**
- If selected, ADFEST may livestream your session, so make sure you specify any restrictions regarding livestreaming of your content when you submit your proposal.



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?
- 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**

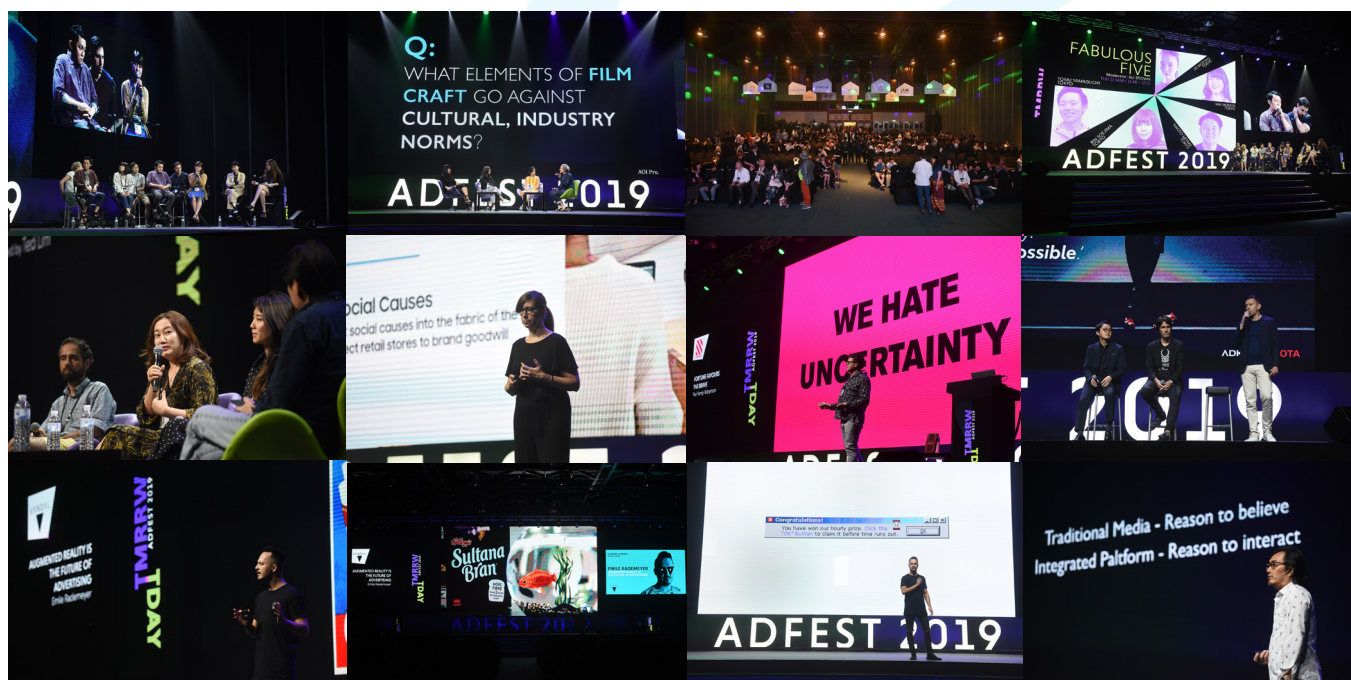
One or two people give a speech or talk with presentation materials.

- **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 maximize 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 (Including the moderator's)
- 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

http://www.adfest.com/index.php/Home/Proposal/program_proposal_submission
by **30th November 2019**

You will have a week to confirm your slot for ADFEST 2020. If ADFEST does not hear back from you within a week of notification, your slot offer will be forfeited so please stay tuned!

Before you submit program proposal, remember:

- If your proposal is confirmed, ADFEST does not provide T&A or speaker fees.
- Our delegates would like to hear inspiring creative, groundbreaking content, and not **sale pitches!**

For enquiries please contact Amp, Speaker Liaison, at:

Sessions@ADFEST.com and Workshop@ADFEST.com

See you at ADFEST 2020!