

ADFEST  
2020

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UP!**



**ADFEST  
BIZ SCHOOL**

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# ADFEST BIZ SCHOOL

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## ABOUT 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.

## ABOUT ADFEST BIZ SCHOOL

The ADFEST Biz School is a creative business school designed to inspire marketers. It is widely recognized that creativity is an essential component that leads to an organisation's competitive advantage and success.

The ADFEST Biz School 2020 is powered by **Wunderman Thompson** with **Justin Peyton**, Chief Strategy & Transformation Officer APAC, as Principal. With Wunderman Thompson capability leads with various specialties from customer experience, customer-centric businesses, ecommerce, data- and technology-amplified creativity, content marketing, and media strategies, the curriculum includes 10 sessions followed by a concluding presentation from participants.

It takes place from 18<sup>th</sup>-21<sup>st</sup> March during ADFEST at the Pattaya Exhibition And Convention Center (PEACH) at the Royal Cliff Hotels Group in Pattaya, Thailand.

The ADFEST Biz School participants will also be responding to Wunderman Thompson's live challenge, and will present to a panel of judges on the last day of the course. Success will be assessed by participants' ability to connect concepts from the curriculum as they look towards the future of marketing. The winning team will also receive transferrable passes to ADFEST 2021!

## WHO IS IT FOR?

The ADFEST Biz School is **specially designed for clients** who want their marketers to learn how to think both strategically and tactically using creativity. Those who want to upgrade and future proof their career.

### Eligibility & Registration

- Interested applicant must be a client, marketer, or agency's account management team
- Interested applicant must be a registered delegate of ADFEST 2020
- Registration can be made online [here](#).
- Reservation is strictly first-come-first-served & seats are limited to 50 delegates only
- Registration is not confirmed until you receive a confirmation notification from ADFEST

For more information click [here](#) or contact [BizSchool@ADFEST.com](mailto:BizSchool@ADFEST.com)





## CURRICULUM

DAY 1 - WEDNESDAY 18 <sup>TH</sup> MARCH - 10AM TO 1.15PM	
TIME	PROGRAMME
10am to 10.45am	Welcome Address Delivered by Course Principal Justin Peyton  <u>Session 1:</u> <b>Understanding the transforming marketing landscape</b>
10.45am to 11.30am	<u>Session 2:</u> <b>THE BIZ SCHOOL CHALLENGE: Challenging you to think differently</b> Delivered by Justin Peyton and Mayan Lo SheungYan
11.30am to 11.45am	Break
11.45am to 12.30pm	<u>Session 3:</u> <b>Creativity at the core: How data &amp; technology can amplify creativity</b>
12.30pm to 1.15pm	<u>Session 4:</u> <b>CX &amp; Customer Journeys, both on-line &amp; off-line – not just their “digital” journey</b>

DAY 2 - THURSDAY 19 <sup>TH</sup> MARCH - 10AM TO 1.00PM	
TIME	PROGRAMME
10am to 10.45am	<u>Session 5:</u> <b>Becoming a consumer-centric business</b>
10.45am to 11.30am	<u>Session 6:</u> <b>Content marketing, UGC and Influencers</b>
11.30am to 11.45am	Break
11.45am to 12.30pm	<u>Session 7:</u> <b>Data, KPIs and optimisation (long-and short-termism)</b>
12.30pm to 1pm	<u>Open Session with Speakers:</u> Speakers available for Q&A



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## DAY 3 - FRIDAY 20<sup>TH</sup> MARCH - 10AM TO 1.00PM

TIME	PROGRAMME
10am to 10.45am	<u>Session 8:</u> <b>Media: Aligning media and creative strategy / Media in the Modern World</b>
10.45am to 11.30am	<u>Session 9:</u> <b>Leveraging your MarTech / AdTech solutions to optimise and automate</b>
11.30am to 11.45am	Break
11.45am to 12.30pm	<u>Session 10:</u> <b>e-Commerce &amp; O2O</b>
12.30pm to 1pm	<u>Open Session with Speakers:</u> Speakers available for Q&A

## DAY 4 - SATURDAY 21<sup>ST</sup> MARCH - 10AM TO 1PM

TIME	PROGRAMME
10am to 10.05am	Quick Welcome from the Principal
10.05am to 11.05am	<u>Team Presentations:</u> 20 minutes each
11.05am to 11.15am	Break
11.15am to 11.55am	<u>Team Presentations:</u> 20 minutes each
11.55am to 12.30pm	Judges deliberation
12.30pm to 1pm	Judges' Announcement  Wrap-Up from Principal
6pm	Winning team award presentation on-stage

\*Schedule subject to change

Updated 2 Jan 20