











YOUNG LOTUS WORKSHOP 2020

The Young Lotus Workshop 2020 under the theme **“Firestarter Creatives Wanted”** will take place Monday 16th– Wednesday 18th March 2020 is hosted by **Isobar** with **Ronald Ng**, Global Chief Creative Officer, as Chairman the Workshop.

Firestarting mentors include:



-  **Chris Chen:** Chief Creative Officer at Isobar China
-  **Vicky Wang:** Executive Creative Director at Isobar China
-  **Katheryn Lui:** Head of Isobar Consulting Practice, Isobar Hong Kong
-  **Emmanuel Flores Elias:** Chief Business Transformation Officer, Dentsu Isobar Japan

QUALIFICATION

-  Participants will be selected through by each local representative of ADFEST representing each market as a Creative Team: TWO candidates
Note: The workshop will be conducted in English with no translation provided
-  Each Participant must be aged 30 or younger (**born after March 1989**)
Note: Proof of Date of Birth must be provided
-  Each Participant must have at least 1 year experience in the communications/advertising/digital agencies
-  Previous participants of the workshop cannot participate again






REGISTRATION

Each participant must complete the registration form, and submit it along with:

-  A photo of the participant
-  A copy of the participant's passport

PARTICIPATION FEE

There is no participation fee, and the Young Lotus Workshop participant will receive:

-  Accommodation at the Aiyara Grand Hotel from 15th throughout 21st March (total of 7 nights)
-  All meals are provided EXCEPT Dinner on Friday 20th March
-  Workshop venue & meeting facilities
-  Registration to ADFEST 2020 inclusive of access to all ADFEST function & festival kit
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DATES & VENUE

-  The workshop will be held during Mon 16th – Wed 18th March 2020 at the Pattaya Exhibition and Convention Hall (PEACH), Royal Cliff Hotels Group, Pattaya, Thailand (www.royalcliff.com)





TRANSFER & ACCOMMODATION

- All participants must arrive in Pattaya by Sunday 15th March 2020
- Accommodation will be arranged based on twin sharing room
Note: if an additional room is required, it is the responsibility of the local representative or participants to cover the expenses
- Any personal expenses such as laundry, telephone call, internet use, mini bar or extra meals are the responsibility of the participants
- Flight Reservation and payment are the responsibilities of each local representative.
Note: No ground transfer is arranged for the participants to or from Pattaya.

MEALS

- All participants are invited to the Welcome Dinner in the evening of Sunday 15th March at the Aiyara Grand Hotel (breakfast inclusive)
- Dinner on Friday 20th March is not provided - participants are free to dine at their own leisure
- All other meals are provided during their stay

CREATIVE BRIEFING

- The brief will be given by noon on Tuesday 17th March
- Competition Room will be ready by 14.00 hrs. on 17th March
- Participants will have to submit their works by noon on Wednesday 18th March
Note: Schedule is subject to change.

WORKING ACCESSORIES

- Dictionaries are allowed – but no interpreters
- Participants must bring their own laptops install with programs they may need such as Photoshop, Illustrator, Final Cut, Premiere, etc. and universal adapters
Note: The electricity in Thailand is 220 V.

JUDGING AND WINNERS

- Judging of creative works will take place in the afternoon of Wednesday 18th March 2020. 3-5 pairs of finalists will be announced that evening.
- The pairs of finalists will present their works on stage at the Young Lotus Session on Saturday 21st March at 11.50 – 13.00.
- Delegates will vote for the Young Lotus “Popular Vote” and Winner of the popular vote will be announced at the Young Lotus Awards Presentation.
- Winners and Popular Vote will be presented with their certificate on stage.



YOUNG LOTUS WORKSHOP

Hosted by

isobar



LANGUAGE AND DRESS CODE



The workshop will be conducted in English



Dress code is casual (but bring a jacket as the rooms are very well air-conditioned!)

SHOW OF CREATIVE WORKS



All works are the property of ADFEST

TENTATIVE AGENDA

Sun 15 th Mar		Check-in at Aiyara Grand Hotel
		Arrival & Welcome Dinner at Aiyara Grand Hotel
Mon 16 th Mar		Workshop Lectures
Tue 17 th Mar	am	Workshop Lectures
	Noon	Creative Briefing
Wed 18 th Mar	Noon	Work Submission
	pm	Judging: Selection of finalists & Winners
Wed 18 th – Sat 21 st Mar		ADFEST 2020
Fri 20 th Mar	11.50-13.00	Young Lotus Session
	18.00	Young Lotus Award Presentation
Sun 22 nd Mar		Departure from Pattaya

For inquiries, please contact Meen at YoungLotus@ADFEST.com

