

THURSDAY 23 MARCH

9.30-10.05

Sound at the Speed of Culture
Diederik van Middelkoop
Amp.Amsterdam

10.05-10.40

Design Everything. Copy that?
Marko Klijn
Cirkus

10.40-11.15

ADFEST 2023: Getting There Together Safely
Umaporn Whittaker-Thompson
Vu-Quan Nguyen-Masse
Verano

11.15-11.50

How Brands Can Take Advantage of the Billion Dollar Podcast Market
Jeremy Ryan Slate
Command Your Brand

11.50-12.25

Idea Smuggling
Adams Fan
F5 Shanghai

12.25-13.00

Adertainment
Napapatch Kantasil
Arthit Naidu
Meta

13.00-14.30

Lunch

14.30-15.05

How AI Impacts the Creative Industry
Nikola Stefanovic
The Mill Shanghai

15.05-15.40

Culture & Technology: Two Worlds Converging Into One
Cyril Louis
Laurent Thevenet
Publicis Groupe- Le Pub

15.40-16.15

Technology Drives Chinese Cultural Heritage Preservation to the Forefront of the Digital Era
Vincent Li
Tencent

16.15-16.50

Your Future in the Metaverse
Emile Rademeyer
VANDAL

16.50-17.25

Makers of Tomorrow
Learn how to harness the tools that will build the ideas of the future
Joe Braithwaite
Google, Creative Works

17.25

WELCOME PARTY @ INFINI POOL, GRAND WING

FRIDAY 24 MARCH

9.30-10.05

Unlock Business Growth with Creative Leadership: A Non-Advertising Perspective
Dickson Tang
DicksonTang.me

10.05-10.40

Rising through Human Craft: Unlocking the Humanity of Technology
Jessica Davey
Media.Monks

10.40-11.15

Playing with Scenography for Brand Experience
Hak Kyun Choi
Cheil Worldwide

11.15-11.50

Storytelling
Claire Waring
R/GA

11.50-13.00

Short Films for ADFEST 2020 by the Fabulous Five
Moderated by Diederik van Middelkoop
Apiwat Pattalarungkhan
Masashi Fukuda
Ryo Matsumoto
Shay Zhao
Yuriko Minami

13.00-14.30

Lunch

14.30-15.05

Doubt it! ~ Trick for Breakthrough ~
Taro Taniwaki, Hakuodo Inc.
Phannika Vongsayan, Wolf BKK

15.05-15.40

Experience is Overrated
Ronald Ng
MRM & McCann Worldgroup

15.40-16.15

Thai vs Japanese: Secret Recipe of Creativity
Takayuki Niizawa
Park Wannasiri
Wunderman Thompson

16.15-16.50

Branding in Asia
Hans Lopez-Vito
BBDO Asia

16.50-17.25

Rising Sauna Experience
Kenroku Arakawa
ADK Marketing Solutions Inc. & alphabox
Fumihiko Sagawa
ADK Marketing Solutions Inc.
Kohtatsu Mihara
IBM Japan, Ltd. & alphabox

17.25-18.00

Coffee Break

18.00

AWARD PRESENTATION
Chairman's Address
Digital & Social Lotus
Digital Craft Lotus
Mobile Lotus
Design Lotus
Print & Outdoor Craft Lotus
Brand Experience Lotus
Direct Lotus
Commerce Lotus
Media Lotus
PR Lotus
New Director Lotus (Inc. Fabulous Five)
Film Craft Lotus

PRE-REGISTRATION REQUIRED

9.30-13.00
PATTAYA 3: Creativity for the Mobile-First Era
Guan Hin Tay
BBDO Asia
Ming Wei
Boom Digital Media
@mingweirocks

BREAKOUT STAGE: Juries Insights

11.00-11.45
Commerce/Media/PR

12.00-12.45
Brand Experience/Direct

PRE-REGISTRATION REQUIRED

14.30-17.30
PATTAYA 3: Step Into AR & Reels
META SEA-TH expert team
Meta

BREAKOUT STAGE: Juries Insights

14.30-15.15
Design/Print & Outdoor Craft

15.30-16.15
Digital & Social/Digital Craft/Mobile

16.30-17.15
Film Craft/ New Director

SATURDAY 25 MARCH

9.30-10.05

WARC Creative: Trends from the World's Most Creatively Effective Campaigns
Rica Facundo
WARC

10.05-10.40

What Is the Path to Creative Excellence?
Emma Wilkie
Little Black Book

10.40-11.15

2023 the year of travel... But at what cost?
Carly Stone & Anna Hewitt, Madam Films
Gabi Kay, Green The Bid
Claire Wilkie, Limitless Broadcast
Rob Payton, Arri VP Stage

11.15-11.50

Look down and look around: Creativity and the Wisdom of the Forest
Julian Boulding
thenetworkone

11.50-13.00

Ogilvy Asia-Pacific Presents Young Lotus Workshop 2023: Ogilvy X Borderless Creativity
Andrew Chu
Sarah Leith Izzard

13.00-14.30

Lunch

14.30-15.05

How Brands Green: The New Sustainability Narrative
Paul Kemp-Robertson
Contagious

15.05-15.40

Gerety Talks with Adobo Magazine: What makes work award worthy?
Moderated by Angel Guerrero, adobo
Goya Juanroong, Cheil Worldwide
Hansa Wongsiripitack, The 1, Central Group
Hà Nguyễn Thị Hải, VMLY&R
Perna Mehra, MullenLowe MENA

15.40-16.15

How Entertainment Drives Impact on TikTok
Nikhil Sandhu
TikTok

16.15-16.50

What Creativity Is Made of
Donal Keenan
D&AD

16.50-17.25

Rise, But in a Memorable Way.
Ali Rez
Grand Jury President
Impact BBDO

17.25-18.00

Coffee Break

18.00-20.00

AWARD PRESENTATION
Young Lotus
Outdoor Lotus
Press Lotus
Radio & Audio Lotus
Film Lotus
Effective Lotus
Entertainment Lotus
INNOVA Lotus
Lotus Roots
Special Awards

20.00

AFTER PARTY @ INFINI POOL, BEACH WING

BREAKOUT STAGE: Juries Insights

10.00-10.45
Film/Outdoor/Press/Radio & Audio

11.00-11.45
Effective/Entertainment

12.00-12.45
INNOVA/Lotus Roots

13.00-18.00

BREAKOUT STAGE: Winners Showcase:

Brand Experience Lotus
Commerce Lotus
Design Lotus
Digital Craft Lotus
Digital & Social Lotus
Direct Lotus
Film Craft Lotus
Media Lotus
Mobile Lotus
New Director Lotus
PR Lotus
Print & Outdoor Craft Lotus

PRE-REGISTRATION REQUIRED

14.30-16.30
PATTAYA 3: CG Metahumans & the Infinite

New Frontier of Communication

Chris Colman
Gus Karam
Yanyie Tran
Final Frontier
Ray Fu
VOGUE China

17.25-18.00

Coffee Break

18.00-20.00

AWARD PRESENTATION
Young Lotus
Outdoor Lotus
Press Lotus
Radio & Audio Lotus
Film Lotus
Effective Lotus
Entertainment Lotus
INNOVA Lotus
Lotus Roots
Special Awards

20.00

AFTER PARTY @ INFINI POOL, BEACH WING