

CRAFTING FOR COMMERCE



ABOUT THE WORKSHOP

Overview:

Embark on an exploration of creative commerce in our interactive workshop, 'Crafting for Commerce.' Participants will discover the art of creating compelling content that drives consumer action. Delve into frameworks (CTX and Friends / CTWA / ReelsDuction sound for DR) and test designs to optimize business impact, while understanding the synergy between human creativity and Meta's latest solutions. Gain practical insights into leveraging these innovations for business success. This workshop provides a valuable understanding of the dynamic relationship between human craftsmanship and cutting-edge solution, equipping participants with the skills to craft impactful content that captivates and converts, ultimately enhancing business outcomes in today's dynamic market.

Objectives:

Crafting for Commerce workshop aims to empower participants to create compelling content that drives consumer action. Explore user-friendly creative frameworks, test designs, and understand the synergy between human creativity and Meta's latest innovative solutions for impactful business enhancement.

ABOUT THE SPEAKERS

The workshop will be hosted by leading specialists from Meta including:

- **Theresa Ong:** Head of Creative Shop, SEA & Emerging Markets, Meta
- **Napapatch Kantasil:** Creative Strategist, Creative Shop SEA-TH, Meta
- **Gonggit Chanthawijaikul:** Client Partner, FMCG -Thailand
- **Ancilla Marcelina:** Creative Strategist, Creative Shop SEA-ID, Meta
- **Larry Lim:** Creative Strategist, Creative Shop SEA-VN, Meta

SCHEDULE

Date: Saturday 23rd March 2024
Time: 10.00-13.00
Venue: Room Pattaya 3, Mezzanine Floor, PEACH
Remark: Pre-Registration is required

ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2024
- To register, click [here](#)
- Registration is not confirmed until you receive a confirmation notification from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to **50 delegates only**.

SPECIAL REQUIREMENTS

- Participant must bring their own mobile phone to the workshop with FB & IG installed

For more information, contact Meen@ADFEST.com



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