



# PROGRAM PROPOSAL GUIDE

**ADFEST 2024**  
**21-23 MAR**  
PATTAYA, THAILAND



ADFEST says HI in its 2024 theme, Human Intelligence.

ADFEST 2024, a 3-day regional creative festival will be held **Thursday 21 - Saturday 23 March 2024** at the Royal Cliff Hotels Group, Pattaya, Thailand.

Founded in 1998, ADFEST is Asia's most celebrated regional creative festival. It is the ideal place for the creative industry to gather, network, exchange ideas, meet new friends, and be inspired.

ADFEST 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 communications industry through the showcasing of the region's best creative works and inspiring content from experts in various disciplines.

ADFEST is one of only 8 regional creative festivals included in the WARC 100 Creative Rankings.

Join us to say HI at ADFEST 2024.





Is the rise of AI a threat?

Not if we move forward with our right foot and left brain.

Human Intelligence. The irreplaceable power of people, of individuals, create sums greater than the whole. Our innate emotions, instinct, imagination, curiosity, languages, and uninhibited creativity allow us to connect the unconnected, and think beyond the logical.

AI is the essential tool with its infinite possibilities.

HI is the indispensable power that makes it all possible.

We create, that is what we do.

# STEP UP & TAKE THE STAGE AT ADFEST



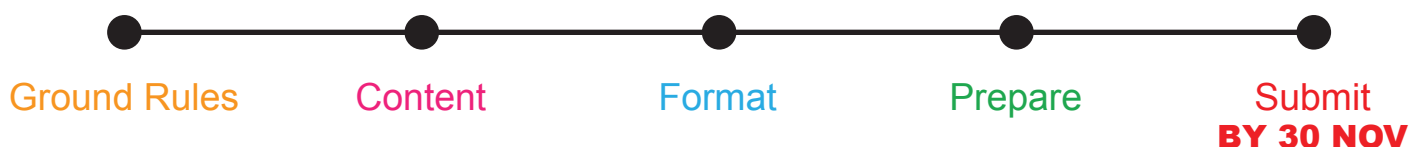
ADFEST 2024 is calling for program proposal submissions, so don't miss your chance to take the stage at ADFEST.

We're looking for inspiring, thought-provoking, and boundary-pushing content to challenge the greatest creative minds in the industry.

Step up with stand out content to the road to the ADFEST stage.



## ROAD TO THE ADFEST STAGE





# GROUND RULES



- All presentations for ADFEST 2024 must be delivered in **English**.
- Audiences expect to see live speakers at ADFEST, so all selected speakers will be expected to **travel to Pattaya**, Thailand **in person** to deliver their presentation. Before submitting your proposal, please check your proposed speaker's availability as virtual presentations are not accepted.
- ADFEST provides full 3-day **complimentary passes** for its selected speakers. Unfortunately, it does not provide complimentary passes for accompanying personnel.
- As ADFEST is a non-profit entity, it **does not** provide speaker fees, or reimburse accommodation or travel costs (airfare or ground transportation). Before you submit your proposal, please make sure you take into account any travel and accommodation expenses.
- Speaker sessions and workshops **spaces are limited** and always over-subscribed, so submitting a proposal does not guarantee that it will be selected.
- If selected, please confirm your acceptance **within one week** of being notified. If ADFEST does not hear back from you within a week of notification, the slot offer will be forfeited.
- You can submit more than one proposal with **different content**, but only one proposal will be selected and confirmed.

## KEY DATES

Online Proposal Submission

30 November 2023

Proposal Confirmation from ADFEST

January 2024

# CONTENT

Know your audience. Over 50% of ADFEST delegates are from creative agencies and almost 25% are from the production industry. Our delegates want to be inspired and challenged. They want their minds blown and their knowledge questioned.



## CONSIDERATIONS

- Inspiring, transformative, and groundbreaking creativity that push boundaries
- Game-changing and innovative developments
- Technological capabilities, their applications, and the possibilities they present
- A call to action that inspire and drive meaningful changes
- Thought-provoking content that challenges the status quo
- The fresh, original way of thinking, and unique concept
- Future-forward predictions or trends

## TIPS

- Be **inclusive**. ADFEST delegates are diverse and multi-cultural.
- Be **relevant**. Our delegates do not want sales pitches. They want to be inspired.
- Don't be generic, **stand out**. ADFEST will consider a wide range of content and specialties to ensure the enrichment and diversity of its program line-up.
- The messenger is as crucial as the message. So make sure the speaker proposed is **suitable** for the content.
- The more **details** you can provide in your proposal, the better.
- Submit by the **deadline!**

# FORMAT

When you submit your proposal, you must specify whether you are submitting a proposal for a session or workshop.

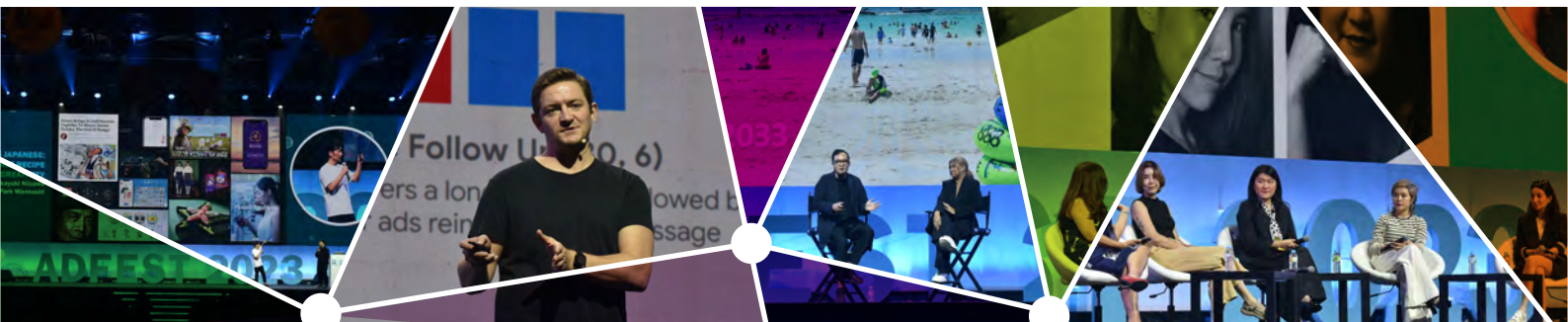


## SPEAKER SESSIONS

Informative content with limited interaction with the audience.

**Session Duration:** 35 Minutes

**Capacity:** 800 – 1,000



The speaker session is most suitable for non-interactive formats such as:

### **Keynote-style Presentation**

One or two speaker/s deliver speech with presentation materials.

### **Panel Discussion**

Panel discussion with a moderator and multiple panellists.

### **Practical Demonstration**

Show-and-tell format presentation that might even involve the audience.

# WORKSHOPS

For more hands-on, interactive, and intimate group settings, the workshops are ideal to maximize personalisation, interaction, and learning experience.



**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.





# PREPARE YOUR SUBMISSION

Before you submit your proposal, make sure you have:

- Read the Ground Rules for the Program Proposal Submission
- Decided on your format: Session or Workshop



Details for the online proposal submission:

- Session/Workshop Title (10 words max.)
- Brief Objective (50 words max.)
- Synopsis (200 words max.)
- Speaker's biography (250 words max.)
- Additional references (if any)
- Hashtags for your content (key issues addressed in the session/workshop)

# SUBMIT YOUR PROPOSAL

Submit your proposal online [here](#) by **30 November 2023**.

For enquiries please contact:

**Punch**

Speaker Liaison

[Sessions@ADFEST.com](mailto:Sessions@ADFEST.com)