



## THURSDAY 21 MARCH

9.30-10.05

**Say H.I. to Gaming X Marketing: Connecting with Asia's Gaming Communities**  
Rey Tiempo  
*Game On + Adobo Magazine*

10.05-10.40

**Beyond Tech: Timeless Catalysts for Creative Success**  
Nicole Ingra  
*Ingra Labs*

10.40-11.15

**Alchemy in 3D: Crafting the Future of Digital Narratives**  
Saffaan Qadir  
Kyungsun Kim  
*Paulus*

11.15-11.50

**Sonic Exploder: Building An Audio Icon**  
Ralph van Dijk  
Junya Terui  
*MassiveMusic*

11.50-12.25

**AI: Ad Industry Friend or Foe?**  
Laurent Thevenet, *Publicis Groupe, APAC*  
Karla Henwood, *Squeak E. Clean Studios*  
Tyrone Estephan, *T&DA*  
*Moderated by Guan Hin Tay, BBDO Singapore*

12.25-13.00

**The Art of Authentic Connections: Digital Persona Revolution 2.0**  
Nikola Stefanović  
*The Mill*

13.00-14.30

Lunch

14.30-15.05

**Clash of the Titans: AI vs Creative**  
Christian Greet  
*Cirkus*

15.05-15.40

**Creative Shift**  
Mariko Kondo  
*I&CO*

15.40-16.15

**Erasing the Stigma of Cancer in APAC: What role does our industry have to play?**  
Jolene Huang & Dave Drilon  
*Publicis Groupe*  
Dr. Kathleen Recto, MD-MBA  
*Healthway Cancer Care Hospital*

16.15-16.50

**Battle of Talents: Human vs Machine**  
Valerie Madon  
*McCann Worldgroup*

16.50-17.25

**Asia Rising**  
Mike Chuthakieo  
*88rising*  
*Moderated by Bongkot Charoentham SPA-HAKUHODO*

17.25

**WELCOME PARTY  
@ INFINI POOL, GRAND WING**

## FRIDAY 22 MARCH

9.30-10.05

**Build to Connect: Human x AI Synergy**  
Napapatch Kantasil  
Arthit Naidu  
*Meta*

10.05-10.40

**Against the Current with Game Advertising**  
Michał Misiński  
Mayu Yamashita  
*Juice*

10.40-11.15

**AI Can't Get Angry. You Can.**  
Pooja Manek  
*Talented Agency*

11.15-11.50

**The Creative Journey: Building an Emotional Infrastructure**  
Yoshihiro Yagi  
Mariko Fukuoka  
*Dentsu Inc.*

11.50-13.00

**Short Films for ADFEST 2024 by the Fabulous Five**  
Fumiya Hara  
Natsuki Urayama  
Pak Hin Phileas Cheung  
Ryotaro Nishi  
Tanjeel Sultan Khan Turja  
*Moderated by Emma Daines*

13.00-14.30

Lunch

14.30-15.05

**Play With Your Aspirations. A Key To Rock The World**  
Koji Suzuki, *Hakuhodo Inc.*  
Poppy Sun  
*Medialand Digital Strategy Limited*

15.05-15.40

**Brand Experiences & Expectations: The Automagical Era of Scannable Brands**  
Abel Sim  
*Landor*

15.40-16.15

**Human-AI Collab: Cultivating Emotional Intelligence in the Digital Landscape**  
Josy Paul, *BBDO India*  
Guan Hin Tay, *BBDO Singapore*

16.15-16.50

**Making Advertising For People Who Don't Like Advertising**  
Seulki Lee  
*Cheil Worldwide*

16.50-17.25

**Alderdog: How Indie Agencies are Redefining the Game?**  
Dissara Udomdej  
*Yell Advertising*

17.25-18.00

Coffee Break

18.00

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

PRE-REGISTRATION  
REQUIRED

10.00-13.00

**PATTAYA 3: Collide. Embracing Conflict to Boost Creativity.**  
Guan Hin Tay  
*BBDO Singapore*

BREAKOUT STAGE:  
Juries Insights

11.00-11.45

Digital & Social/  
Digital Craft/  
Mobile

12.00-12.45

Design/Print &  
Outdoor Craft

PRE-REGISTRATION  
REQUIRED

14.30-17.30

**PATTAYA 3: Unlock Award Winning Ideas**  
Jo Jackson  
*D&AD*

BREAKOUT STAGE:  
Juries Insights

14.30-15.15

Film Craft/  
New Director

15.30-16.15

Brand Experience/  
Commerce/Direct

16.30-17.15

Entertainment/  
Media/PR

PRE-REGISTRATION  
REQUIRED

14.30-17.30

**PATTAYA 6: Shape My Portfolio**  
Powered by  
*McCann Worldgroup*

## SATURDAY 23 MARCH

9.30-10.05

**Serve the Underserved**  
David Dahan  
*WPP@Unilever | The&Partnership*  
Louis Piereck  
*Unilever*

10.05-10.40

**Storytelling in the Next Creative Renaissance: AI Meets Human Ingenuity**  
Anny Havercroft  
*TikTok*

10.40-11.15

**D&AD Trend Report**  
Donal Keenan  
*D&AD*

11.15-11.50

**Decentralise to Survive!**  
Creating Cultural Impact Beyond Borders  
Felipe Franco, *FF*  
Rich Akers, *Mash Brands*  
*Moderated by Nicole Ingra, Ingra Labs*

11.50-13.00

**Ogilvy Presents Young Lotus Workshop 2024:**

**Ogilvy x Dear Advertising, you used to be funny.**  
Reed Collins  
Julia Hou

13.00-14.30

Lunch

14.30-15.05

**White Canvas or Black Mirror**  
new ways creative tech impacts culture  
Joao Flores  
*Media.Monks*

15.05-15.40

**Is Spatial Computing the Key to a New Wonderland?**  
Ty Curtis  
*Activate Studios*  
*Fin Design + Effects (Asia)*

15.40-16.15

**Talk Sustainability to Human, Be Human**  
Topaz Subunruk  
*Thai AirAsia*

16.15-16.50

**Designing Our Cyborg Future with Human-AI Symbiosis**  
Pat Pataranutaporn  
*MIT*

16.50-17.25

**Brands = Feelings**  
Malcolm Poynton  
Grand Jury President  
*Cheil Worldwide*

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  
Sustainable Lotus  
INNOVA Lotus  
Lotus Roots  
Special Awards

20.00

**AFTER PARTY @ INFINI POOL, BEACH WING**

PRE-REGISTRATION  
REQUIRED

10.00-13.00

**PATTAYA 3: Crafting for Commerce**  
Theresa Ong  
Napapatch Kantasil  
Gonggit Chanthawijakul  
Ancilla Marcelina  
Larry Lim  
*Meta*

BREAKOUT STAGE:  
Juries Insights

10.00-10.45

Film/Outdoor/  
Press/Radio &  
Audio

11.00-11.45

Effective/INNOVA/  
Sustainable

12.00-12.45

Lotus Roots

PRE-REGISTRATION  
REQUIRED

13.00-15.30

**PATTAYA 3: World Producers Summit**  
Steve Davies  
*APA & CFPE*

13.00-18.00

**BREAKOUT STAGE: Winners Showcase**  
Brand Experience Lotus  
Commerce Lotus  
Design Lotus  
Digital & Social Lotus  
Digital Craft Lotus  
Direct Lotus  
Entertainment Lotus  
Film Craft Lotus  
Media Lotus  
Mobile Lotus  
New Director Lotus  
PR Lotus  
Print & Outdoor Craft Lotus

PRE-REGISTRATION  
REQUIRED

14.30-17.30

**PATTAYA 6: Shape My Portfolio**  
Powered by  
*McCann Worldgroup*