

# **COLLIDE.**

## **EMBRACING CONFLICT TO BOOST CREATIVITY**



### **ABOUT THE WORKSHOP**

#### **Overview:**

"Conflict is the primary engine of creativity and innovation. People don't learn by staring into a mirror; people learn by encountering differences."

-Ronald A. Heifetz

Collusion sparks creativity in ways that change the way we do things. In violent convulsions, conflict births new ideas that create new realities. Throughout history, creative conflict has been the most critical tool for innovation, discovery and invention.

#### **Key Takeaways:**

1. Collusion as a Catalyst: Conflict is not an obstacle but a powerful creative catalyst. By embracing conflict, you can generate transformative ideas even under pressure.
2. Practical Framework for Ideation: Provide a simple framework for generating ideas, demystifying the creative process.
3. The collision of diverse ideas often generates award-winning innovations, as blending unrelated concepts can unlock powerful and unexpected solutions.

### **ABOUT GUAN HIN TAY**

#### **Creative Chairman, BBDO Singapore**

Tay Guan Hin, Creative Chairman of BBDO Singapore, carved a significant name for himself in the creative industry. His creativity, displayed through his contributions to notable agency global networks such as Saatchi & Saatchi, Wunderman Thompson, Grey, and Leo Burnett, has been a game-changer. Through digital engagement, his expertise in fostering brand preference for blue-chip clients, including Visa, AIA, Audi, Shell, Johnson & Johnson, Abbott, P&G, HSBC, and Unilever, has increased market share and successfully navigated complex business challenges.

His newly launched book by Penguin "Collide: Embracing Conflict to Boost Creativity" became one of Amazon's best-selling in less than 24 hours. This is his first book.

Internationally recognized, with over 300 creative awards to his name. He etched a mark in history by becoming the first Singaporean in Southeast Asia to serve as a Jury President at Cannes Lions and the first to preside Design & Art Direction London, a global show of high reputation and many other prestigious regional events like APAC Effies and ADFEST.

Known for his engaging speeches, Guan has been a global keynote speaker at various industry events, including TEDx, Spikes Asia, Ad Stars, Brand Magic Summit, One Show, and Cannes Lions. He has shared his insights with major clients such as the US Grain Council, Tencent, Ntuc, TikTok, Meta and Unilever.



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A strong advocate for nurturing future talents, Guan founded the first student awards in Singapore and has mentored and trained young talents. He notably served as a judge and speaker at the 2004 One Show China.

Guan's dedication to promoting innovation was further demonstrated during his tenure as the President of the Asia Professional Speakers Association from 2022-2023.

### SCHEDULE

Date: Friday 22<sup>nd</sup> 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 **40 delegates only**.

For more information, contact [Meen@ADFEST.com](mailto:Meen@ADFEST.com)



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