



ABOUT THE WORLD PRODUCERS SUMMIT

The world of production is changing- both in how commercials are viewed/consumed and in how they are made. If you are a production company owner, producer, agency producer or indeed any ADFEST delegate interested in discussing how commercials production has changed and what the opportunities are for production companies and for the agencies and advertisers commissioning commercials, then come along and participate in our discussion.

Change in viewing commercials comes from the changing habits of consumers, driven by tech, with linear TV being a smaller part of the landscape as consumers see commercials on a multiplicity of screens and advertisers follow those eyeballs. At the same time, tech is enabling new approaches to production, with virtual production and now AI creating new opportunities.

The World Producers Summit was created by the AICP, APA and CFPE and takes place in Cannes each year during Cannes Lions. The World Producers Summit at ADFEST is an opportunity for every ADFEST delegates to participate in that discussion and share an Asian perspective.

Steve Davies, Chief Executive of the [Advertising Producers Association](#) (APA) and Executive Vice President of the [Commercial Film Producers of Europe](#) (CFPE), will chair the summit at ADFEST.

SCHEDULE

Date: Saturday 23rd March 2024
Time: 13.00 – 15.30
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, please click [here](#) and complete the online registration form
- Registration is not confirmed until you receive a confirmation notification from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to only **33 delegates only**.

For more information, contact Meen@ADFEST.com

