

THURSDAY 20 MARCH

10.05-10.40

Where Worlds Collide
Guan Hin Tay
The One Club for Creativity

10.40-11.15

Artificial Insanity
Christian Greet
Cirkus

11.15-11.50

Creative Expression of Cultural Collision
Seiya Matsumiya
Erik Reiff
Black Cat White Cat Music

11.50-12.25

Buying and Selling an Agency: The Ultimate Creative & Commercial Collision!
George Kypraios, Yefira Group
Randy Duax, Stagwell Asia Pacific
Emma Daines, Fin Design + Effects
Dissora Udomdej, Yell Bangkok
Moderated by Rob Sherlock, Yefira Group

12.25-13.00

The Collision of Sound & Vision
David Guerrero, BBDO Guerrero
Nick Wood, Syn Music
Arthur Tsang, BBDO Greater China

13.00-14.30

Lunch

14.30-15.05

Drowning in Content: Embracing the Era of Abundance
Alexei Golob
Paul Copeland
The Mill

15.05-15.40

What Happens When Generational and Cultural Norms Collide?
Siddhi Yadav Machado
Preet Kaur
Barbara Bian
Moderated by Valerie Madon
McCann Worldgroup

15.40-16.15

Logic to Magic: The Alchemy of Technology and Creativity.
Thomas Hongtack Kim
Saffaan Qadir
Paulus

16.15-16.50

When Bravery and Business Collide
Carlos Camacho
Belynda Sim-Mak
GUT Asia

16.50-17.25

The Power of Fast, Flawed and Fierce Content
Pei Ling Ho
Publicis Chemistry

17.25-

WELCOME PARTY
@ GRAND POOL SIDE

Updated 20 Mar

FRIDAY 21 MARCH

10.05-10.40

The Alchemy of Immersion: Blending Technology to Create Magic with Meaning
Ty Curtis
Activate Studios

10.40-11.15

A Creative, A Gaming Expert and A Strategist Agree to Disagree.
Nicole Ingra, Ingra Labs
Rey Tiempo, MINOTAUR
Felipe Franco, FF&Co

11.15-11.50

Real-Time Brands: Now or Never
Herbert Prodjaja
Kryse Ynieta
Monks

11.50-13.00

Short Films for ADFEST 2025 by the Fabulous Five
Azlan Som, Logic & Magic
Haruna Takahara, HAT
Mayuka Kawamura, AOI Pro.
Mika Sasaki, TYO Inc.
Tomoya Matsushita, AOI Pro.
Moderated by
Wuthisak Anamkaporn, FACTORY 01

13.00-14.30

Lunch

14.30-15.05

Uncommon Ground: The Unity that Superpowers Creativity
Third C. Domingo, Hakuodo International & IdeasXIMachina Hakuodo
Vimoha Bagla, Hakuodo Sync
Taro Taniwaki, Hakuodo Inc.

15.05-15.40

What Are We Drawing?
Yun Jeong Jang
Cheil Worldwide

15.40-16.15

The Missing Link: How GenAI Augments Creativity and Impactful Advertising.
Max Lederer
Jung von Matt

16.15-16.50

Building Brands for Tomorrow: TikTok's AI-powered Creative Solutions
Alexander Lim
TikTok

16.50-17.25

The Surreal World: Why Comedy Is Thailand's Secret Weapon
Thasorn Boonyanate, BBDO Bangkok
Wuthisak Anamkaporn, FACTORY 01
Moderated by Jamie Madge, shots

17.25-18.00

Coffee Break

18.00-20.00

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

10.00-11.00
PRE-REGISTRATION REQUIRED

PATTAYA 6: Trend Immersion Workshop
Paul Drake
D&AD

BREAKOUT STAGE:

11.00-11.45
Juries Insights
Digital & Social/
Digital Craft/
Mobile

12.00-12.45
Juries Insights
Design/
Print & Outdoor
Craft

14.30-16.00
PRE-REGISTRATION REQUIRED

PATTAYA 3: Culture, Context, Curation & Craft: Unlocking the Formula for Brand Music Success
Christian Mix-Linzer
Emika Kusunoki
Ian Nagano
Tracks & Fields

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

SATURDAY 22 MARCH

10.05-10.40

When Cultures Collide: Reinventing "Cool Japan" Through Diverse Perspectives
Mike Sunda
PUSH

10.40-11.15

Collide to Splash: Government & Global Entertainment Creating Unimaginable Impact
Dr. Surapong Suebwonglee, National Soft Power Development Committee
Derek Hsu, 88rising

11.15-13.00

Dentsu Presents Young Lotus Workshop 2025: The Collision of Creativity, Creativity++
Alice Chou
Hitoshi Hamaguchi

13.00-14.30

Lunch

14.30-15.05

Chaos or Kaleidoscope: What is the Future of Human Creativity
Dara Lynch
D&AD

15.05-15.40

Stunt Marketing the Netflix Way: How Bold Ideas Collide with Culture & Creativity
Narin Suwannawet
Netflix Thailand

15.40-16.15

What's Nestlé Cooking Up In The World Of Gaming?
Rey Tiempo, MINOTAUR
Ace Ballesteros, Nestlé

16.15-16.50

Creative Opportunity in Saudi Arabia: Is it for real?
Julian Boulding, thenetworkone
Heide CoHu,
Studio of Art and Commerce

16.50-17.25

When a Creative Career Collides with a Leadership Career
Susan Credle
Grand Jury President

17.25-18.00

Coffee Break

18.00-20.30

AWARD PRESENTATION
Young Lotus
Outdoor Lotus
Press Lotus
Radio & Audio Lotus
Film Lotus
Creative Strategy Lotus
Effective Lotus
Sustainable Lotus
INNOVA Lotus
Lotus Roots
Special Awards

20.30-

AFTER PARTY
@ INFINI BEACH POOL