



YOUNG LOTUS WORKSHOP 2025

COLLIDE
ADFEST 2025

20-22 MARCH
PATTAYA, THAILAND

Dentsu hosts the Young Lotus Workshop 2025, led by **Alice Chou**, Chair of APAC & Taiwan dentsu Creative Council and CCO of dentsu Creative & dentsuMB Taiwan, and **Hitoshi Hamaguchi**, President of APAC Practices and Practice President of Creative APAC. Under the theme, “**The Collision of Creativity, Creativity++**” the next generation of creatives will be challenged to embrace chaos, celebrate diverse perspectives, and adopt bold, outlier thinking.

The Young Lotus Workshop 2025 takes place **Tuesday 18 - Thursday 20 March 2025** at the Royal Cliff Hotels Group Pattaya, Thailand. Workshop participants will also attend ADFEST 2025 which takes place **Thursday 20 - Saturday 22 March 2025**.

Introduced since 2004, the Young Lotus Workshop is one of the industry’s longest-running mentoring programs for up-and-coming young creative teams from Asia, including the Pacific, and Middle East. Open to advertising professionals aged 30 and under, with teams selected by local representatives in markets across the region, it involves talks, mentoring and workshops and a live “brief” –with just 24 hours to meet the deadline.



ELIGIBILITY

- Participants will be selected by each official local representative of ADFEST representing each market as a creative team of 2 participants/team

Note: The workshop will be conducted in English and no translation is provided

- **Participants must be aged 30 or younger* (born after March 1994)**

Note: Proof of Date of Birth must be provided

- Each Participant must have at least 1 year experience in the communications industry
- Previous participants of the workshop cannot participate again

PARTICIPATION FEE

As the selected team representing each market, there is no participation fee for the workshop. ADFEST will provide the Young Lotus Workshop participants with:

- Accommodation at the Aiyara Grand Hotel from 17 - 22 March (total 6 nights)
- All meals are provided EXCEPT Dinner on Friday 21 March
- Workshop venue & meeting facilities
- Registration to ADFEST 2025 inclusive of access to all ADFEST functions & festival kit

TRANSFER & ACCOMMODATION

- All participants must arrive in Pattaya by Monday 17 March 2025
- Accommodation will be arranged based on twin sharing room
Note: if an additional room is required, it is the responsibility of the local representative or participants to cover the expenses
- Personal expenses such as laundry, calls, mini bar or extra meals are the participants' responsibility
- Airfare and ground transportation are the responsibilities of the local representative

TENTATIVE AGENDA

Mon 17 Mar		Arrival & Welcome Dinner at Aiyara Grand Hotel
Tue 18 Mar		Workshop Lectures
Wed 19 Mar	am	Workshop Lectures
	Noon	Creative Briefing
Thu 20 Mar	Noon	Work Submission
	pm	Team Presentations
		Judging: Selection of Finalists & Winners
Sat 22 Mar	Time TBC	Young Lotus Session
	18.00	Young Lotus Award Presentation
Sun 23 Mar		Departure from Pattaya

For inquiries, please contact YoungLotus@ADFEST.com