

OGILVY X BORDERLESS CREATIVITY AGENDA

| MONDAY 20 MARCH | | |
|--------------------|--------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| 19:00 | Welcome Dinner @ Pool Side Roof Top, 8th Floor, Building A, Aiyara Grand Hotel | |
| TUESDAY 21 MARCH | | |
| 9:15-9:30 | ADFEST Committee Welcome Address | Vinit Suraphongchai ADFEST Chairman |
| 9:30-10:30 | “A career across continents” | Reed Collins Chief Creative Officer Ogilvy Asia-Pacific |
| 10:30-11:00 | Coffee Break | |
| 11:00-12:30 | “Borderless - where do we draw the line?” | Andrew Chu Executive Creative Director Ogilvy Bangkok |
| 12:30-13:30 | Lunch | |
| 13:30-15:00 | “Doing the Best work of our Lives” | Nicolas Courant Chief Creative Officer Ogilvy Singapore & Malaysia |
| 15:00-15:30 | Coffee Break | |
| 15:30-17:00 | “Winning at Work VS Competition” | Damisa Ongsiriwattana Co-Founder/ Chief Creative Officer SOUR Bangkok, Thailand |
| 17:00-18:00 | “What’s the plan? Getting the best out of your strategy partner” | Paul Matheson Global Planning Partner Ogilvy |
| 18:00 | Dinner | |
| WEDNESDAY 22 MARCH | | |
| 9:30-10:30 | “Is Anybody Listening?” | Sarah Leith Izzard Regional Executive Creative Director Ogilvy Asia-Pacific |
| 10:30-11:00 | Coffee Break | |
| 11:00-12:00 | Creative Brief & Q&A | Selwyn Low |
| 12:00-13:00 | Lunch | |
| | *Teams receive pocket money for dinner at own leisure* | |
| THURSDAY 23 MARCH | | |
| 12:00 | DEADLINE FOR WORK SUBMISSIONS | |
| 12:00-13:00 | Lunch | |
| 13:00-16:00 | Team Presentations to Ogilvy Young Lotus Committee (10 minutes per team) | |
| 14:30-15:30 | Coffee Break at own leisure | |
| 16:00-17:00 | Judging | |
| 17:00-17:30 | Announcement of Finalist Teams | |
| 18:00 | ADFEST 2023 Welcome Party @ Infini Pool, Grand Wing | |

FRIDAY 24 MARCH

ADFEST 2023 sessions & workshop at own leisure

SATURDAY 25 MARCH

| | |
|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:50-13:00 | <p>Young Lotus Session: "Ogilvy Presents Young Lotus Workshop 2023" (Finalist Teams Presentations) Kent Wertime, Co-CEO, Ogilvy Asia-Pacific Sarah Leith Izzard, Regional Executive Creative Director, Ogilvy Asia-Pacific</p> |
| 18:00 | <p>Young Lotus Winner & Popular Vote Winner Award Presentation Kent Wertime and Selwyn Low</p> |

*Schedule subject to change