

UNLOCK AWARD WINNING IDEAS

An Interactive Workshop with CEO of D&AD Jo Jackson



ABOUT THE WORKSHOP

What does it take to go from good to great? Join us at this immersive workshop, where we will unpack what it takes to make inspiring and impactful award-winning work. We will then collaborate to put these insights into practice; giving you the techniques to drive your future thinking.

Part 1: What does Creative Excellence look like?

We dissect a selection of recent D&AD Pencil-winning work, with insights from the Jury as to why it won. Have a chance to share your views. Do you agree or disagree with their choices?

Part 2: Unlocking your ideas.

Tips and tricks for thinking differently and creating work that excels. Test out this methodology with a live brief and critique with your peers.

JO JACKSON

CEO, D&AD

Jo Jackson is the first female CEO of D&AD - established in 1962 to stimulate, enable and award creative excellence in design and advertising around the world. However, it is most famous for its annual awards, the D&AD Pencil.

Providing a platform for young talent has been a thread throughout Jo's career since graduating at Central Saint Martins twenty years ago. At the heart of her mission with D&AD is to campaign for real diversity, and help the global industry build a more powerful, sustainable and equitable future for all. Jo is most passionate about championing emerging talent, in particular with initiatives such as D&AD Shift - a free 5 month night school that supports underrepresented talent break into the creative industry.

SCHEDULE

Date: Friday 22nd March 2024
Time: 14.30-17.30
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, 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 **30 delegates only**.

For more information, contact Meen@ADFEST.com



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