

# DEAR ADVERTISING, YOU USED TO BE FUNNY.

## YOUNG LOTUS WORKSHOP 2024 AGENDA

MONDAY 18 MARCH			
19:00	Welcome Dinner @ Pool Side Roof Top, 8th Floor, Building A, Aiyara Grand Hotel		
TUESDAY 19 MARCH			
9:30-10:30	Orchid Room A, 2 Floors At Grand Hotel	<b>FINDING YOUR FUNNY BONE</b>	<b>Sarah Leith Izzard</b> Regional Executive Creative Director Ogilvy Asia Pacific
10:30-11:00		Coffee Break	
11:00-12:30		<b>DATA-DRIVEN CREATIVE PROCESS</b>	<b>Supparat Thepparat</b> Executive Creative Director Ogilvy Bangkok
12:30-13:30		Lunch	
13:30-14:45		<b>LOVE AT FIRST SIGHT-CLIENT PSYCHOLOGY</b>	<b>Julia Hou</b> Group Executive Creative Director Ogilvy Beijing and South China Offices
14:45-15:15		Coffee Break	
15:15-16:30		<b>MAKING BRANDS CULTURALLY RELEVANT</b>	<b>Stephan Schwarz</b> Senior Creative Director Ogilvy Singapore
16:30-17:35		<b>IS THIS THE RIGHT TIME TO LAUGH?</b>	<b>Kainaz Karmakar</b> Chief Creative Officer Ogilvy India
19:30	Dinner @ Panorama, 1 Floor at Beach Hotel		
WEDNESDAY 20 MARCH			
9:30-10:30	Orchid Room A, 2 Floors At Grand Hotel	<b>THE GAME BEFORE THE GAME</b>	<b>David Dahan</b> President & Managing Director, The&Partnership APAC, Managing Director, WPP@Unilever
10:30-11:00		Coffee Break	
11:00-12:00		<b>Creative Brief &amp; Q&amp;A</b>	<b>Pre-Video Record &amp; Stephan Schwarz</b> Senior Creative Director Ogilvy Singapore
12:00-13:00		Lunch	
	*Teams receive pocket money for dinner at own leisure*		
THURSDAY 21 MARCH			
12:00	Jomtien 1, 2 Floors At Grand Hotel	<b>DEADLINE FOR WORK SUBMISSIONS</b>	
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 2024 Welcome Party @ Infini Pool, Grand Wing	

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## FRIDAY 22 MARCH

**ADFEST 2024 sessions & workshop at own leisure**

## SATURDAY 23 MARCH

11:50-13:00	<b>HALL B Pattaya Exhibition And Convention Hall (PEACH)</b>	<b>Young Lotus Session: "Ogilvy Presents Young Lotus Workshop 2024"</b> (Finalist Teams Presentations)
18:00		<b>Young Lotus Winner &amp; Popular Vote Winner Award Presentation</b>

\*Schedule subject to change