

YOUNG LOTUS WORKSHOP 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 in the region. Open to advertising professionals aged 30 and under, with teams are selected by local representatives, the Young Lotus Workshop is a 3-day workshop involving lectures, mentoring, and a creative brief with just 24 hours to deliver.

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



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

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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