



Asia Pacific Advertising Festival

ADFEST 2012

18-20 March 2012 | Pattaya | Thailand

What is the ADFEST Young Lotus Workshop?

Asia Pacific Advertising Festival (ADFEST) wishes to recognize and encourage the rising stars in the region and offers creative young bloods a direct chance to earn a winning place on the ADFEST stage. The Young Lotus Workshop will create an environment that allows them to develop skills and learn from award winning creative directors/gurus to sharpen their talents so they can compete amongst themselves in the lively atmosphere of ADFEST.

The Workshop, scheduled for 15-17 March 2012 in Pattaya, is facilitated by a select group of “trainers”, collectively called the Young Lotus Workshop Committee. The two and a half day workshop takes place 3 days prior to ADFEST. The format consists of lectures from “trainers” and a workshop element. Attendees will be coached, briefed and given a work assignment to be completed within 24 hours, which will be judged by Committee. The winners will be announced at ADFEST at the Young Lotus awards presentation. All works will be exhibited at ADFEST and all workshop participants will be invited as delegates of ADFEST.

Historically, the ADFEST Committee had appointed the following agency network to participate with the sole project chairperson as follow:

- 1st Year (2004): Craig Davis
Regional Executive Creative Director, Saatchi & Saatchi Asia/Africa
- 2nd Year (2005): Linda Locke
Regional Executive Creative Director, Leo Burnette Asia Pacific
- 3rd Year (2006): Tay Guan Hin
Regional Executive Creative Director Southeast Asia, JWT Singapore
- 4th Year (2007): Chris Thomas
Chairman & Chief Executive Officer, BBDO Asia Pacific
- 5th Year (2008): Neil Dawson
Global Creative Director- Phillip, DDB London
- 6th Year (2009): Akira Kagami
Executive Officer & Global Executive Creative Officer, Dentsu Inc. Japan
- 7th Year (2011): John Merrifield
Creative at large, TBWA\ Asia Pacific, Singapore

At ADFEST 2012, the Young Lotus Workshop will be in its 8th year, with JWT Asia Pacific as the host agency network, under Mr Tay GuanHin, Regional ECD, JWT Southeast Asia and Global ECD of Lux as the project chairperson.

Objectives of the Workshop

- 1) To train and sharpen young creative minds to develop effective concepts
- 2) To support and stimulate new creative young bloods in the region
- 3) To help the Asia Pacific advertising industry compete in a global market
- 4) To elect and provide exposure for the most talented young creative team
- 5) To encourage young creative to strengthen team relations for the workshop

Who should be the attendees?

Participants of the Workshop will be selected through by each local representative of ADFEST with two candidates (1 art director and 1 copywriter) representing each market as a creative team attending the Workshop.

Participants attending the Young Lotus Workshop must be under 30 years of age (born after 18 March 1982) with at least 1 year experience in the advertising business.

The number of participants is expected to be no more than thirty six (eighteen teams) from the following markets:

1. Auckland
2. Bangkok
3. Beijing
4. Colombo
5. Dhaka
6. Ho Chi Minh
7. Hong Kong
8. Jakarta
9. Karachi
10. Kathmandu
11. Kuala Lumpur
12. Manila
13. India
14. Seoul
15. Singapore
16. Sydney
17. Taipei
18. Tokyo

Benefits for the Attendees

- 1) A chance to work with a selection of the best creative practitioners from the Asia Pacific Advertising Industry
- 2) Absorb essential creative know- how from world class advertising gurus
- 3) Learn techniques and tips directly from creative gurus
- 4) Meet your peers and build on your industry contacts
- 5) Build strong team skills and perform under pressure