

THURSDAY 20 MARCH

<p>10.05-10.40</p> <p>Where Worlds Collide Guan Hin Tay The One Club for Creativity</p>	
<p>10.40-11.15</p> <p>AI is Shit Christian Greet Cirkus</p>	<p>9.00-11.30 BREAKOUT STAGE: INNOVA Lotus Shortlists Presentation</p>
<p>11.15-11.50</p> <p>Creative Expression of Cultural Collision Seiya Motsumiya Erik Reiff Black Cat White Cat Music</p>	
<p>11.50-12.25</p> <p>Buying and Selling an Agency: The Ultimate Creative & Commercial Collision! George Kypraios, Yefira Group Randy Duax, Stagwell Asia Pacific Emma Daines, Fin Design + Effects Dissora Udomdej, Yell Bangkok Moderated by Rob Sherlock, Yefira Group</p>	
<p>12.25-13.00</p> <p>When Sound Meets Vision David Guerrero, BBDO Guerrero Nick Wood, Syn Music</p>	
Lunch	
<p>14.30-15.05</p> <p>Drowning in Content: Embracing the Era of Abundance Alexei Golob Paul Copeland The Mill</p>	<p>13.00-15.30 PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 3: World Producers Summit Steve Davies APA</p>
<p>15.05-15.40</p> <p>What Happens When Generational and Cultural Norms Collide? Siddhi Yadav Machado Moderated by Valerie Madon McCann Worldgroup</p>	<p>14.30-17.30 BREAKOUT STAGE: INNOVA Lotus & Lotus Roots Screening</p>
<p>15.40-16.15</p> <p>Logic to Magic: The Alchemy of Technology and Creativity. Thomas Hongtack Kim Paulus</p>	<p>15.40-16.40 PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 3: Connecting Producers In Asia: Unlocking Production Collaboration Opportunities Lien Dang Yann Williot ME Group</p>
<p>16.15-16.50</p> <p>When Bravery and Business Collide Carlos Camacho Belynda Sim-Mak GUT Asia</p>	
<p>16.50-17.25</p> <p>The Power of Fast, Flawed and Fierce Content Pei Ling Ho Publicis Chemistry</p>	

17.25-

WELCOME PARTY
@ INFINI POOL, GRAND WING

FRIDAY 21 MARCH

<p>10.05-10.40</p> <p>The Alchemy of Immersion: Blending Technology to Create Magic with Meaning Ty Curtis Activate Studios</p>	
<p>10.40-11.15</p> <p>A Creative, A Gaming Expert and A Strategist Agree to Disagree. Nicole Ingra, Ingra Labs Rey Tiempo, MINOTAUR Felipe Franco, FF&Co</p>	<p>11.00-11.45 BREAKOUT STAGE: Juries Insights Digital & Social/ Digital Craft/ Mobile</p>
<p>11.15-11.50</p> <p>Real-Time Brands: Now or Never Herbert Prodjaja Kryse Ynieta Monks</p>	<p>11.30-13.00 PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 3: AI x Reels Workshop Arthit Naidu Napapatch Kantasil Larry Lim Meta</p>
<p>11.50-13.00</p> <p>Short Films for ADFEST 2025 by the Fabulous Five Moderated by Wuthisak Anarnkaporn</p>	<p>12.00-12.45 BREAKOUT STAGE: Juries Insights Design/ Print & Outdoor Craft</p>
Lunch	
<p>14.30-15.05</p> <p>The Beauty of Commonalities: The Secret Behind Distinctive Ideas Taro Taniwaki Vimoha Bagla Hakuhodo</p>	<p>14.30-16.00 PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 3: Culture, Context, Curation & Craft: Unlocking the Formula for Brand Music Success Christian Mix-Linzer Emika Kusunoki Ian Nagano Tracks & Fields</p>
<p>15.05-15.40</p> <p>What Are We Drawing? Yun Jeong Jang Cheil Worldwide</p>	
<p>15.40-16.15</p> <p>The Missing Link: How GenAI Augments Creativity and Impactful Advertising. Max Lederer Jung von Matt</p>	<p>BREAKOUT STAGE: Juries Insights 14.30-15.15 Film Craft/ New Director 15.30-16.15 Brand Experience/ Commerce/ Direct 16.30-17.15 Entertainment/ Media/ PR</p>
<p>16.15-16.50</p> <p style="text-align: center;">TO BE ANNOUNCED</p>	
<p>16.50-17.25</p> <p>The Surreal World: Why Comedy Is Thailand's Secret Weapon Thasorn Boonyanate, BBDO Bangkok Moderated by Jamie Madge, shots</p>	

17.25-18.00

Coffee Break

18.00-20.00

AWARD PRESENTATION

Chairman's Address	Brand Experience Lotus
Digital & Social Lotus	Commerce Lotus
Digital Craft Lotus	Direct Lotus
Mobile Lotus	Media Lotus
Print & Outdoor Craft Lotus	PR Lotus
Design Lotus	Entertainment Lotus
	New Director Lotus (Inc. Fabulous Five)
	Film Craft Lotus

SATURDAY 22 MARCH

<p>10.05-10.40</p> <p>When Cultures Collide: Reinventing "Cool Japan" Through Diverse Perspectives Mike Sunda PUSH</p>	<p>10.00-13.00 PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 3: How to Master Duration: 6 seconds to 600 seconds Vishal Sagar Black White Grey</p>
<p>10.40-11.15</p> <p>Creative Opportunity in Saudi Arabia: Is it for real? Julian Boulding, thenetworkone Fadi Mroue, Creative Labs Heide CoHu, Studio of Art and Commerce</p>	<p>11.00-12.00 PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 6: Strategy Isn't the Enemy: How to Elevate Creativity & Deliver Results Nicole Ingra Ingra Labs</p>
<p>11.15-13.00</p> <p>Dentsu Presents Young Lotus Workshop 2025: The Collision of Creativity, Creativity++ Alice Chou Hitoshi Hamaguchi</p>	<p>BREAKOUT STAGE: Juries Insights 10.00-10.45 Film/Outdoor/ Press/ Radio & Audio 11.00-11.45 Creative Strategy/ Effective/ INNOVA/ Sustainable 12.00-12.45 Lotus Roots</p>
Lunch	
<p>14.30-15.05</p> <p style="text-align: center;">TO BE ANNOUNCED</p>	<p>13.00-18.00 BREAKOUT STAGE: Winners Showcase Brand Experience/ Commerce/ Design/ Digital & Social/ Digital Craft/ Direct/ Entertainment/ Film Craft/ Media/ Mobile/ New Director/ PR/ Print & Outdoor Craft</p>
<p>15.05-15.40</p> <p style="text-align: center;">TO BE ANNOUNCED</p>	
<p>15.40-16.15</p> <p style="text-align: center;">TO BE ANNOUNCED</p>	
<p>16.15-16.50</p> <p style="text-align: center;">TO BE ANNOUNCED</p>	<p>14.30-17.30 PRE-REGISTRATION REQUIRED</p> <p>PATTAYA 6: Shape My Portfolio Powered by McCann Worldgroup</p>
<p>16.50-17.25</p> <p style="text-align: center;">TO BE ANNOUNCED Susan Credle Grand Jury President</p>	

17.25-18.00

Coffee Break

18.00-20.00

AWARD PRESENTATION

Young Lotus	Creative Strategy Lotus
Outdoor Lotus	Effective Lotus
Press Lotus	Sustainable Lotus
Radio & Audio Lotus	INNOVA Lotus
Film Lotus	Lotus Roots
	Special Awards

20.00-

AFTER PARTY
@ INFINI POOL, BEACH WING