



ABOUT YOUNG LOTUS WORKSHOP

COLLIDE
ADFEST 2025

20-22 MARCH
PATTAYA, THAILAND

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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 designed to nurture the future of the industry.

Each year, an agency network hosts the Young Lotus Workshop. The workshop is facilitated by "trainers" from the host network, known as the Young Lotus Committee. Participants will be coached, lectured, and given a brief to be completed within 24 hours. Works will be judged by the Young Lotus Committee. Finalist teams will present their works on stage in front of ADFEST delegates. Young Lotus & Popular Vote winners will be announced on stage at the award presentation

OBJECTIVES & BENEFITS

- To recognise, train, nurture, and inspire the rising stars in the region
- To learn from the best creative practitioners in the industry
- To elevate the region's advertising and communication industry
- To provide the opportunity to network and be inspired by emerging talents in other markets

PARTICIPATION & ELIGIBILITY

- Each local association/representative is responsible for selecting and sending in a team of 2 young creatives to represent that market
- Each local association/representative is responsible for participants' airfare & ground transportation expenses
- Workshop participation is free of charge and each team will receive:
 - 3-day workshop facilitated by "trainers" from the host network, known as the Young Lotus Workshop Committee
 - Accommodation & meals during the workshop & ADFEST
 - Complimentary registration to ADFEST

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YOUNG LOTUS WORKSHOP: 2004 - 2024

The following networks have hosted the Young Lotus Workshop with the project chairperson as follow:

- 2004** : **Craig Davis**
Regional Executive Creative Director, Saatchi & Saatchi Asia/Africa
- 2005** : **Linda Locke**
Regional Executive Creative Director, Leo Burnette Asia Pacific
- 2006** : **Tay Guan Hin**
Regional Executive Creative Director Southeast Asia, JWT Singapore
- 2007** : **Chris Thomas**
Chairman & Chief Executive Officer, BBDO Asia Pacific
- 2008** : **Neil Dawson**
Global Creative Director- Phillip, DDB London
- 2009** : **Akira Kagami**
Executive Officer & Global Executive Creative Officer, Dentsu Inc. Japan
- 2011** : **John Merrifield**
Creative at large, TBWA\ Asia Pacific, Singapore
- 2012** : **Tay Guan Hin**
Regional ECD, JWT Southeast Asia, JWT Asia Pacific
- 2013** : **Spencer Wong**
Group Managing Director Hong Kong & Chief Creative Officer Greater China, McCann Worldgroup
- 2014** : **Chris Thomas**
Chairman and CEO of BBDO Asia, Middle East and Africa
Chairman of Proximity Worldwide, BBDO and Proximity Singapore
- 2015** : **Dick van Motman**
Chairman and CEO, Dentsu Aegis Network Southeast Asia
Ted Lim
Regional Chief Creative Officer, Dentsu Aegis Network Asia Pacific
- 2016** : **Kentaro Kimura**
Executive Creative Director & Co-CEO, Hakuodo Kettle, Tokyo
- 2017** : **Wain Choi**
Senior Vice President & Chief Creative Officer, Cheil Worldwide, Seoul
- 2018** : **Rob Sherlock**
Chairman, ADK Global, Singapore
- 2019** : **Vincent Digonnet**
Asia Pacific Chief Executive Officer, MullenLowe Group
- 2023** : **Reed Collins**
Chief Creative Officer, Ogilvy Asia-Pacific, Hong Kong
Kent Wertime
Co-CEO, Ogilvy Asia-Pacific, Bangkok
- 2024** : **Reed Collins**
Chief Creative Officer, Ogilvy Asia-Pacific, Hong Kong