

ADFEST 2018 PROGRAM PROPOSAL GUIDE

If you are in the creative, communications, production, or tech industry and have groundbreaking insights to share, we'd love to hear from you as ADFEST is accepting submission for:

SPEAKER SESSIONS

Proposals for 40-minute sessions on stage which can be speaker/s presentation or panel discussion format.



BREAKOUT WORKSHOPS

More "hands-on" workshops for smaller groups with higher interaction, engagement, and learning experience.



NOTES & TIPS

- If your session/workshop is confirmed by ADFEST, ADFEST will provide a pass/passes for the speaker/s, but please note that T&A is not provided.
- You can submit more than one proposed topic.
- Remember that our delegates want to hear inspiring creative, groundbreaking content, and not sales pitches!
- It is recommended that you specify whether the proposed content is more suitable as part of the Craft@ADFEST (21 - 22 March) or Creative@ADFEST (23 - 24 March) program*.

*If confirmed, ADFEST will try to schedule in the preferred program, but it is not guaranteed.

Craft@ADFEST: more relevant for production, digital, and technology content such as virtual reality, animation, music, special effects, etc.

Creative@ADFEST: more focused on inspiring and pushing the boundaries of the creative & communication industry.

SUBMISSION & DEADLINE

Submit your proposal online at www.ADFEST.com/program_proposal_submission.php by **5th January 2018**.

ADFEST will get back to you by the end of January on your proposal. **If confirmed, you will be required to submit a draft of your session or workshop content for review at least 2 weeks prior to the festival commencement.**

For inquiries, please contact Sessions@ADFEST.com and Workshop@ADFEST.com

TRANSFORM

Transform.

A word with a big promise to deliver, but what is expected of the creative industry.

Now more than ever, businesses need creativity to succeed in the digital economy, yet remain relevant.

Transforming ideas is our role. Tried and tested just doesn't work in today's fast paced evolution.

Creativity that helps brands, businesses and services engage with people to transform perceptions, experiences and lives.

Nimble minds that see past habitual, well-trodden behavior and create fresh, new pathways

Simple ideas that make sense.

Using technology to connect, not confuse.

Personal messaging for easy access in a complex, global world.

Keeping things real. Keeping products and services relevant. Adding the human touch.

ADFEST has always put creativity first, celebrating the wonderful impact when inspiration combines with local culture and diversity. It resonates right through the 4-day event from its Young Lotus Workshop to its Lotus Roots Award. It looks through the different lenses of craft and creativity, providing the tools and stimulus for the next generation.

Now, more than ever we need to champion creativity and inspire people in our industry to produce stunning work that is recognized and rewarded.

Come to ADFEST 2018 and transform your ideas, absorb new thoughts and create new connections.