

ABOUT AI X REELS WORKSHOP

Overview:

AI x Reels Workshop is a comprehensive and hands-on experience designed to empower creatives to overcome idea barriers and produce diverse Reels content. Leveraging Meta AI and Gen AI tools, the workshop guides creatives from concept to completion, covering storyboarding, script generation, asset gathering, and editing. By providing a structured approach and expert guidance, the workshop enables creatives to unlock their potential and produce high-quality Reels ads that drive business results. Through this innovative program, creatives can break free from traditional ad formulas and explore new ways of storytelling, ultimately leading to increased engagement, brand awareness, and sales. By harnessing the power of Gen AI, the workshop revolutionizes the way creatives create and scale Reels content, opening up new opportunities for growth and success.

Objective:

This workshop leverages Meta AI to guide creatives from concept to completion, covering storyboarding, script generation, asset gathering, and editing. By providing a comprehensive and hands-on experience, the workshop enables attendees to unlock their creative potential and produce high-quality Reels ads that drive business results.

ABOUT THE SPEAKERS

The workshop will be hosted by leading specialists from Meta including:

Arthit Naidu, Client Partner Thailand, Meta

Arthit, a Client Partner at Meta for five years, brings deep expertise in Retail and E-commerce from diverse roles at Uber, Grab, and Deutsche Bank. His broad experience across multiple sectors and solutions has established him as a versatile and knowledgeable professional in the advertising industry.

Napapatch Kantasil, Creative Strategist, Creative Shop SEA-TH, Meta

Napapatch's career commenced in the film industry at Sahamongkolfilm International and humorous TV programming with Saranae Show, which provided an excellent foundation for his journey in advertising. With a diverse background in advertising, he's honed his creative skills over the years and worked as a Creative at prestigious agencies such as TBWA, SC Matchbox, Dentsu, McCann Worldgroup, Mcfiva, JWT, and Publicis One, contributing to numerous successful campaigns around the world. He's been a member of the Meta Creative Shop team in South East Asia for the past six years, where he uses innovation and creativity to achieve brand success. His experience includes serving as a judge and jury member for local and international advertising award competitions.

Larry Lim, Creative Strategist, Creative Shop SEA-VN, Meta

Larry is a Creative Strategist at Meta, where he partners with a diverse range of brands across the region to harness the power of data and product to craft innovative and result-driven campaigns. With a rich background in agency work, he has had the privilege of overseeing and contributing to successful campaigns for brands such as Burger King, Samsung, and Netflix. Larry is dedicated to using his expertise to make a positive impact in the community, giving back through various brand initiatives and volunteer work.

SCHEDULE

Date:	Friday 21 st March 2025
Time:	11.30 – 13.00
Venue:	Room Pattaya 3, Mezzanine Floor, PEACH
Remark:	Pre-Registration is required

ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2025
- To register, please click [here](#) and complete the online registration form
- Registration is not confirmed until you receive a confirmation notification from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to only **50 delegates only.**

SPECIAL REQUIREMENTS

- Participant must bring their own laptop and mobile phone to the workshop

For more information, contact Workshop@ADFEST.com