

TREND IMMERSION WORKSHOP



ABOUT TREND IMMERSION WORKSHOP

Course overview:

We all consume trend and insight reports but how can we use them to inspire and drive new ideas and thinking. In this fast-paced workshop immerse yourself in one of D&AD's creative trends and see how you can use different techniques to apply it to your creative process.

Outcomes:

- Understand how to spot trends - and different a trend from a passing fad
- Get a creative boost: how can you use trends to inspire fresh thinking
- Get your hands dirty and apply the learning

ABOUT THE SPEAKERS

This session will be hosted by **Paul Drake**, Foundation Director of D&AD.

Paul Drake is the Foundation Director at D&AD, a charity established in 1962 to stimulate, enable and award creative excellence in design and advertising around the world. Paul oversees D&AD's learning programs; supporting people to enter the creative industry, excel in their roles and lead creative businesses.

SCHEDULE

Date:	Friday 21 st March 2025
Time:	10.00 – 11.00
Venue:	Room Pattaya 6, 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 **30 delegates only.**

For more information, contact Workshop@ADFEST.com