



ADFEST 2026

At a time of accelerating change, it's easy for the spotlight to shine on technology, platforms and complex systems.

The ADFEST 2026 theme **Human+** is founded on the conviction that true, enduring value lies not only in these tools, but in how they empower people.

It is crucial we amplify fundamental human qualities: creativity, curiosity, culture, empathy, resilience and compassion.

We must employ a people-first approach, where humanity is at the very core of everything we do.

The **+** stands for the powerful forces that can elevate humanity.

It's a framework for expanding human capacity, meaning and impact.

Creativity, at its heart, ensures that as the world rapidly evolves, humanity remains at the epicentre of progress.

Join us to explore the endless possibilities of **Human+**



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