

Program Proposal Guide

human⁺

ADFEST 2026
19-21 MARCH
WWW.ADFEST.COM



ABOUT ADFEST

Founded in 1998, ADFEST is Asia's most celebrated regional creative festival.

It is the ideal place for the creative industry to gather, network, exchange

ideas, discover new interests, meet new friends, and be inspired.



ADFEST, a 3-day creative festival, is the annual event not to be missed to stay at the forefront of the rapidly changing creative, marketing, and production industries.

ADFEST not only raises the standard of creative excellence in the region, it also celebrates the uniqueness of local culture. It is a learning hub for the communications industry through the showcasing of the region's best creative works and inspiring content from experts in various disciplines.

ADFEST is a non-profit-making entity that believes passionately in its role to nurture and support the creative industry in the Asia Pacific and MENA region.

It is 1 of only 7 regional creative festivals included in the WARC Creative 100 Rankings, 1 of only 12 festivals included in the Campaign Brief Asia Creative Rankings, and 1 of 22 awards included in The Drum World Creative Rankings.



ADFEST 2026

ADFEST 2026, **Human+**, will be held

Thursday 19 – Saturday 21 March 2026

at the Royal Cliff Hotels Group,
Pattaya, Thailand.



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+**

GOT CONTENT?

SUBMIT YOUR PROPOSAL FOR THE CHANCE TO TAKE THE STAGE AT ADFEST 2026

ADFEST 2026 is calling for program proposal submissions, so don't miss your chance to take the stage at ADFEST.

We're looking for inspiring, thought-provoking, and boundary-pushing content to challenge the greatest creative minds in the industry.

Step up with stand out content for the chance to take that stage at ADFEST 2026.

KEY DATES

Online proposal submission

30 November 2025

Proposal confirmation

January 2026*

*If selected, you must confirm the session within one week or the slot offer will be forfeited.

GROUND RULES

- All presentations must be delivered in **English**.
- ADFEST **does not provide speaker fees, accommodation or travel costs**.
Before submitting your proposal, please make sure you take into account travel and accommodation expenses.
- ADFEST provides full 3-day **complimentary passes for selected speakers only**.
- Proposal submissions are for live presentations at ADFEST, so all selected speakers are expected to **travel to Pattaya in person**.
Before submitting your proposal, please check your proposed speaker's availability.
- Spaces are limited and always over-subscribed, so **submitting a proposal does not guarantee that it will be selected**.
- You can submit more than one proposal with **different content**, but only one proposal will be selected and confirmed.

CONTENT WHAT WE'RE LOOKING FOR

ORIGINAL & INSPIRING CONTENT

Don't be generic, stand out. ADFEST will consider a wide range of content and specialties to ensure the enrichment and diversity of its program line-up. Creativity is everywhere.

RELEVANT CONTENT: KNOW OUR AUDIENCE

Over 50% of ADFEST delegates are from creative agencies and almost 25% are from the production industry. Our delegates want to be inspired and challenged. They do not want sales pitches.

INCLUSIVE CONTENT

Our delegates are diverse and multi-cultural.

SUITABLE SPEAKER

The messenger is as crucial as the message. So make sure the speaker proposed is suitable for the content.

CLEAR & COMPREHENSIVE SUBMISSION

Provide as much relevant details to strengthen your proposal.

SUBMISSIONS THAT MEET THE DEADLINE!

Submit your proposal by **30 November 2025**.

CONTENT TRACKS

CREATIVITY ENHANCED

Tools and platforms that expand human imagination.

How storytellers, artists, and brands keep humanity at the heart of innovation.

EMPATHY & EXPERIENCE

Designing experiences that feel deeply human.

The role of emotion, trust, and cultural nuance in communication.

CULTURE & COMMUNITY

How Human+ fosters belonging, participation, and collective action.

Diverse cultural lenses shaping what “progress” looks like.

ETHICS & RESPONSIBILITY

Navigating power, bias, and inclusion when people interact with new systems.

Brands and creators as stewards of dignity and equity.

FUTURES & POSSIBILITIES

Speculative visions of what Human+ could look like in 2030, 2050, beyond.

Provocations: what should we embrace, what must we resist?

FORMAT

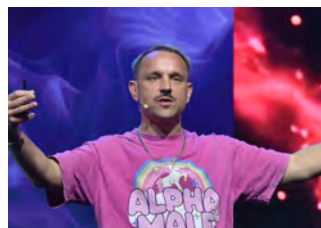
When you submit your proposal, you must specify whether you are submitting a proposal for a speaker session or workshop.

SESSION

Informative and inspiring content from leading experts across a wide range of subjects. Suitable for specialised deep dives to broader, insightful interviews.

Session Duration: 35 Minutes

Capacity: 800 – 1,000



The speaker session is most suitable for non-interactive formats such as:

Keynote-style Presentation

One or two speakers presenting on a topic or idea with presentation materials or in-conversation format.

Panel Discussion

Panel discussion with a moderator and panellists to share perspectives & insights.

Panels can have a **maximum of four speakers, including the moderator.**

Practical Demonstration

Show-and-tell format presentation that might even involve the audience.

WORKSHOP

For more hands-on, interactive, and intimate group settings, the workshops are ideal to maximize personalisation, interaction, and immersive learning experience. This format is suitable for deeper dive into a topic to gain practical skills and knowledge.

Workshop Duration: Maximum 3 Hours

Capacity: Maximum 50 participants



Workshop is most suitable for workshops formats such as:

Presentation

Presentation format requiring technical set-up in a controlled environment.

Group Discussion & Exercises

Individual or team challenges, competitive elements, collaborative projects.

Training

Teaching of a technical skill that could also require participation and assignments.

Experiential

Participation in simulations or crafting that require set-up in a controlled environment.

PREPARE YOUR SUBMISSION

Before you submit, make sure you have:

- Read the Ground Rules for the Program Proposal Submission
- Decided on your format: Session or Workshop

Details for the proposal submission:

- Session/Workshop Title (10 words max.)
- Brief Objective (50 words max.)
- Synopsis (200 words max.)
- Speaker's biography (250 words max.)
- Additional references (if any)
- Hashtags for your content (key issues addressed in the session/workshop)

SUBMIT YOUR SUBMISSION

Submit your proposal online [here](#) by **30 November 2025**.

For inquiries, please contact Sessions@ADFEST.com