

## THURSDAY 19 MARCH

10.05-10.40

**Candies From A Stranger: Bridging Worlds in International Productions**  
Takehito Kuroha, Gita Karmelita & Suthida Sihasavetra  
CONNECT THE DOTS

10.40-11.15

**Feeling Is the New KPI**  
Chris Gurney, Crisp Group  
Vittorio Badini Confalonieri, Benetone Films Advertising  
Sam Koay, Sam Koay  
Seiya Matsumiya, Black Cat White Cat Music

11.15-11.50

**From Insights to Impact: Creative Data that Amplifies Ideas**  
Ian Forrester, DAIVID  
Matus Balogh, CreativeX

11.50-12.25

**Mobility for Sustainability**  
Kyungsin Kim  
Paulus

12.25-13.00

**It's About Time: People's Borrowed, Not-Owned, Sacred Seconds.**  
Teodora Mignalovici  
TheAlternativeSchool

13.00-14.30

Lunch

14.30-15.05

**Game On, Plus: Growing Asia's First Gaming X Marketing Content Hub**  
Rey Tiempo, Co-Op Play & Game On  
James Bernardo  
Amir Tohid, STATION T

15.05-15.40

**The Conversations That Reshape Creativity**  
Lucia Ongay  
Gevity Awards

15.40-16.15

**Making People Believe: Storytelling in the Age of AI**  
Oliver Atkinson  
Casual

16.15-16.50

**Creativity After the Headcount Era**  
Umma Saini, PhonePE  
Georg Warga,  
The Tamashi Collective & GOODSTEIN & Anthony Leung, The Tamashi Collective  
Christian Mix-Linzer, Tracks & Fields

16.50-17.25

**The Rules behind Breaking The Rules**  
Ravid Kuperberg  
Mindscapes

17.25-18.00

Coffee Break

18.00-20.00

**WELCOME PARTY @ GRAND POOL SIDE**

## FRIDAY 20 MARCH

10.05-10.40

**The Uncomfortable Truth about The Future of Creativity**  
Ted Lim, DIFF Creative Consultants  
Andreas Moellmann, FUTURE INC

10.40-11.15

**Brewing Connection: How Heineken Group Refreshes Social Life in Asia**  
Stephen Schwarz, LePub Singapore  
SJ Heng, Heineken Asia-Pacific

11.15-11.50

**When Thought Becomes Performance: Designing Inclusive Futures Through Technology**  
Naoiki Tanaka  
Dentsu Lab

11.50-13.00

**Short Films for ADFEST 2025 by the Fabulous Five**

13.00-14.30

Lunch

14.30-15.05

To Be Announced

15.05-15.40

**A Global Brand's Challenge Beyond Borders**  
Joohee Lee  
Cheil Worldwide

15.40-16.15

**When People Become the Brief Again**  
Warunyoo Sorasetsakoon  
Prasit Kunanuphanchai  
BBDO Bangkok

16.15-16.50

**GUT Instinct: Intuition vs Algorithm**  
Jessica Davey  
Meyvi Wedelia  
GUT

16.50-17.25

**Grandma Famous vs Croisette Famous: A Clarification of Creative Excellence**  
Eric Monnet  
WPP

17.25-18.00

Coffee Break

18.00-20.00

**AWARD PRESENTATION**

Chairman's Address  
Digital & Social Lotus  
Digital Craft Lotus  
Print & Outdoor Craft Lotus  
Design Lotus  
Brand Experience Lotus

10.00-11.00

**PRE-REGISTRATION REQUIRED**

**PATTAYA 3: Plus Humans: The In-Game Ads Awards, Live Judging in Session**

Rey Tiempo  
Co-Op Play

**BREAKOUT STAGE: Juries Insights**

11.00-11.45  
Digital & Social/  
Digital Craft

11.30-13.00

**PRE-REGISTRATION REQUIRED**

**PATTAYA 6: D&AD Conditions for Creativity**

Donal Keenan  
D&AD

**BREAKOUT STAGE: Juries Insights**

12.00-12.45  
Design/  
Print & Outdoor Craft

13.00-15.30

**PRE-REGISTRATION REQUIRED**

**PATTAYA 3: World Producers Summit**

Steve Davies  
APA

15.30-17.00

**PRE-REGISTRATION REQUIRED**

**PATTAYA 6: Producers+**

Yann Willot  
Nancy Tran  
ME Group

**BREAKOUT STAGE: Juries Insights**

14.30-15.15  
Film Craft/  
New Director

15.30-16.15  
Brand Experience/  
Commerce/  
Direct

16.30-17.15  
Entertainment/  
Media/  
PR

Commerce Lotus

Direct Lotus

Media Lotus

PR Lotus

Entertainment Lotus

New Director Lotus (inc. Fabulous Five)

Film Craft Lotus

## SATURDAY 21 MARCH

10.05-10.40

To Be Announced

10.40-11.15

**Pizzas to Mongolia**  
Julian Boulding, thenetworkone  
Bolor Narantsatsralt, Pizza Hut Mongolia (Tavanbogd)

11.15-13.00

**Young Lotus Workshop 2026**

10.00-13.00

**PRE-REGISTRATION REQUIRED**

**PATTAYA 6: Build Your Creative Taste: Judgement Masterclass for Human+ Era**  
Vishal Sagar  
Pocket FM

**BREAKOUT STAGE: Juries Insights**  
11.00-11.45  
Film/Outdoor/  
Press/  
Radio & Audio

12.00-12.45  
Creative Strategy/  
Effective/  
INNOVA/  
Sustainable

13.00-18.00  
**BREAKOUT STAGE: Winners Showcase**

Brand Experience/  
Commerce/  
Design/  
Digital & Social/  
Digital Craft/  
Direct/  
Entertainment/  
Film Craft/  
Media/  
New Director/  
PR/  
Print & Outdoor Craft

Creative Strategy Lotus

Effective Lotus

Sustainable Lotus

INNOVA Lotus

Lotus Roots

Special Awards

20.30-

**AFTER PARTY**  
@ INFINI BEACH POOL

18.00-20.00

**AWARD PRESENTATION**

Young Lotus

Outdoor Lotus

Press Lotus

Radio & Audio Lotus

Film Lotus

Commerce Lotus

Direct Lotus

Media Lotus

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