

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, DAVID
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 Migdalovici
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
Gerety 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**

Updated 31 Jan

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
Naoki 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	Commerce Lotus
Digital & Social Lotus	Direct Lotus
Digital Craft Lotus	Media Lotus
Print & Outdoor Craft Lotus	PR Lotus
Design Lotus	Entertainment Lotus
Brand Experience Lotus	New Director Lotus (Inc. Fabulous Five)
	Film Craft 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 Director15.30–16.15
Brand Experience/
Commerce/
Direct

16.30–17.15

Entertainment/
Media/
PR

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 (Tavanboga)

11.15–13.00

Young Lotus Workshop 2026

13.00–14.30

Lunch

14.30–15.05

Creative Bravery
Donal Keenan
D&AD

15.05–15.40

AI Unlocking Human Creativity and Shaping Ideas, Trends, Culture
Julie Jihyun Kang,
Flux AI Asia & Serviceplan Korea

15.40–16.15

To Be Announced

16.15–16.50

To Be Announced

16.50–17.25

To Be Announced
Yasuharu Sasaki
Grand Jury President

17.25–18.00

Coffee Break

18.00–20.30

AWARD PRESENTATION

Young Lotus	Creative Strategy Lotus
Outdoor Lotus	Effective Lotus
Press Lotus	Sustainable Lotus
Radio & Audio Lotus	INNOVA Lotus
Film Lotus	Lotus Roots
	Special Awards

20.30–

**AFTER PARTY
@ INFINI BEACH POOL**