

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
Joonho Won
Hyundai Motor Company
Kyungsin Kim
Paulus

12.25-13.00

It's About Time: People's Borrowed, Not-Owned, Sacred Seconds.
Teodora Migidalovici
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
Georg Warga,
The Tamashi Collective & GOODSTEIN & Anthony Leung, The Tamashi Collective
Christian Mix-Linzer, Tracks & Fields

16.50-17.25

9.00-11.30
BREAKOUT STAGE: INNOVA Lotus Shortlists Presentation

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
LePub
Heineken

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

GODZILLA and KONG: How Dynamic Collaboration Leads to Meaningful Change
Koji Suzuki, Hakuhodo Inc.

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

FRIDAY 20 MARCH

10.05-10.40

PRE-REGISTRATION REQUIRED
PATTAYA 3: Plus Humans: The In-Game Ads Awards, Live Judging in Session
Rey Tiempo
Co-Op Play

10.40-11.15

Brewing Connection: How Heineken Group Refreshes Social Life in Asia
LePub
Heineken

11.15-11.50

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

11.50-13.00

BREAKOUT STAGE: Juries Insights

11.00-11.45
Digital & Social/
Digital Craft

12.00-12.45

Juries Insights
Design/
Print & Outdoor
Craft

13.00-14.30

Lunch

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

15.40-16.15

BREAKOUT STAGE: Juries Insights

14.30-15.15
Film Craft/
New Director

16.15-16.50

Brand Experience/ Commerce/ Direct

16.30-17.15

Entertainment/ Media/ PR

17.25-18.00

Coffee Break

18.00-20.00

AWARD PRESENTATION

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

BREAKOUT STAGE: Juries Insights

11.00-11.45
Film/Outdoor/
Press/
Radio & Audio

12.00-12.45

Creative Bravery
Donal Keenan
D&AD

13.00-14.30

Lunch

14.30-15.05

PRE-REGISTRATION REQUIRED
PATTAYA 3: Creative Bravery
Donal Keenan
D&AD

15.30-17.00

To Be Announced

15.40-16.15

BREAKOUT STAGE: Juries Insights

14.30-15.15
Film Craft/
New Director

16.15-16.50

Brand Experience/ Commerce/ Direct

16.30-17.15

Entertainment/ Media/ PR

17.25-18.00

Coffee Break

18.00-20.30

AWARD PRESENTATION

Creative Strategy Lotus
Effective Lotus
Sustainable Lotus
INNOVA Lotus
Lotus Roots
Special Awards

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

10.05-10.40

10.00-13.00
Effective Lotus
Sustainable Lotus
INNOVA Lotus
Lotus Roots
Special Awards

AFTER PARTY
@ INFINI BEACH POOL