

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 KPIChris 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 SustainabilityJoonho Won
Hyundai Motor Company
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**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**

16.00–17.00

**BREAKOUT STAGE:
Dream Bigger,
Build Faster:
Creative Tech
With Soul™**Linda Lim
MOONJI &
Studio X Beyond

17.25–18.00

Coffee Break

18.00–20.00

**WELCOME PARTY
@ GRAND POOL SIDE**

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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**LePub
Heineken

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

**GODZILLA and KONG:
How Dynamic Collaboration
Leads to Meaningful Change**

Koji Suzuki, Hakuhold 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 PRESENTATIONCommerce Lotus
Chairman's Address
Direct Lotus
Digital & Social Lotus
Media Lotus
PR Lotus
Press Lotus
Entertainment Lotus
New Director Lotus (Inc. Fabulous Five)
Film Craft 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

12.00–12.45

Juries InsightsDesign/
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

SATURDAY 21 MARCH

10.05–10.40

To Be Announced

10.40–11.15

Pizzas to MongoliaJulian 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 BraveryDonal Keenan
D&AD

15.05–15.40

To Be Announced

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 PRESENTATIONYoung Lotus
Outdoor Lotus
Press Lotus
Radio & Audio Lotus
Film LotusCreative Strategy Lotus
Effective Lotus
Sustainable Lotus
INNOVA Lotus
Lotus Roots
Special Awards

20.30–

**AFTER PARTY
@ INFINI BEACH POOL**