Build Your Creative Taste:
Judgement Masterclass for Human+ Era

ABOUT THE WORKSHOP

In a world where ideas can be generated instantly, what separates one creative from another is no longer speed. It's judgement.

This workshop is about developing **taste**: the invisible skill behind great storytelling, film, design, writing, and brand thinking. Taste is what helps creators recognise what feels right, what feels derivative, and what truly resonates.

Through guided discussions, real-world examples, and hands-on exploration, participants will learn how strong creative judgement is formed and sharpened. The session focuses on building awareness of emotional impact, cultural context, originality, and the subtle signals that distinguish good work from great work.

The workshop helps creators become more conscious of their own aesthetic instincts and more confident in articulating creative choices.

The goal is simple: to strengthen judgement. In an era of infinite output, creativity is no longer about making more. It's about choosing better.

ABOUT THE SPEAKER

Vishal Sagar
Director (Brand, Creative Strategy & Social)
Pocket FM, Gurgaon

Vishal Sagar is a writer-director and creative leader redefining branded storytelling by blending emotion, scale, and technology to create work that stays with people long after it ends.

He created India's first AI music video. He then seamlessly merged AI-generated art with live-action cinematography to create a multi award-winning campaign that's better known for being a groundbreaking experiment in how creativity and code can co-exist to elevate storytelling.

As Head of Brand and Creative Strategy at Pocket FM, Vishal now leads a cross-continental vision for entertainment, building stories that travel from India to the US and Germany, guided by one belief: "Technology can amplify creativity but it can never replace human imagination."

Vishal's work consistently bridges art and algorithm, intuition and insight proving that while tools evolve, the soul of storytelling remains powerfully, defiantly human.

SCHEDULE

Date: Saturday 21 March 2026
Time: 10.00-13.00
Venue: Room Pattaya 6, Mezzanine Floor, PEACH
Remark: Pre-registration is required

ELIGIBILITY & REGISTRATION

- Interested applicant must be a registered delegate of ADFEST 2026
- To register, please click **here** and complete the online registration form
- Registration is not confirmed until you receive confirmation from ADFEST
- Reservation is strictly **first-come-first-served** & seats are limited to **only 40 delegates**

For more information, contact Workshop@ADFEST.com