



WORKSHOP OVERVIEW

In this session Donal Keenan will unpack brand-new D&AD research which reveals what it takes to deliver creative excellence. We will then collaborate to put one of the insights into practice; leaving you with a tangible way to effect change in your creative work.

ABOUT THE SPEAKER

Donal Keenan

Chief Operating Officer

D&AD

London

An Awards expert, Donal has spent much of his career at D&AD (Design and Art Direction), having first started in 2007 Donal has worked his way through the Awards Team. Donal was promoted to Chief Operating Officer in 2024 and is tasked with driving D&AD's mission to celebrate, stimulate and enable excellence in commercial creativity; to develop young talent; and to campaign for a fairer, more diverse industry in the belief that this creates better outcomes for all.

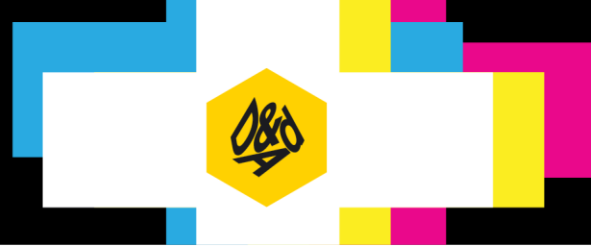
Donal has overseen many developments in the expansion of the Awards programme, through the additions of Health, Pharma, Commerce, PR and Media awards along with the development and running of D&AD Impact which aligns with the UN Global Development Goals.

In 2023 under their Awards & Festival Director role, Donal led the successful revival of the D&AD Festival post-COVID-19 which continues to grow today.

In 2013 new projects meant Donal also acted as a consultant managing the development and operational launch of the Kyoorius Awards in India, a now well-established regional Awards rewarding the best in Indian Design and Advertising.

Before D&AD, Donal graduated with a first class bachelor's degree in Fine Art & Design and a degree in Art and Design from Cluain Mhuire Art Campus – Galway Institute of Technology, Ireland.





SCHEDULE

Date: Friday 20 March 2026
Time: 11.30 – 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 36 delegates**

For more information, contact Workshop@ADFEST.com

