

ABOUT THE SUMMIT

This conversation is for everyone – from production company people to agencies and advertisers, interested in how production is changing and the new opportunities within it. It is a unique opportunity to be part of this vital conversation, that will help you with your business planning.

The World Producers Summit is open to every ADFEST delegate who is interested in the future of production, whether they are from a production company, an agency, a client or anywhere else.

Production is changing rapidly with new challenges and new opportunities constantly emerging. This is a chance for everyone who understands the critical role production has in creating films that are effective for advertisers and who wants to share experiences and thoughts on future opportunities.

The World Producers Summit was created by the AICP, APA and EPA and takes place in Cannes each year during Cannes Lions. The World Producers Summit at ADFEST is an opportunity for every ADFEST delegates to participate in that discussion and share an Asian perspective.

Steve Davies, Chief Executive of the [Advertising Producers Association](#) (APA), the UK producers association – a-p-a.net will chair the summit at ADFEST.

SCHEDULE

Date:	Friday 20 March 2026
Time:	13.00–15.30
Venue:	Room Pattaya 3, 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 30 delegates**

For more information, contact Workshop@ADFEST.com

