

The Young Lotus Workshop 2026 takes place **Tuesday 17 – Thursday 19 March 2026** at the Royal Cliff Hotels Group Pattaya, Thailand. Workshop participants will also attend ADFEST 2026 which takes place **Thursday 19 – Saturday 21 March 2026**.

Introduced in 2004, the Young Lotus Workshop is one of the industry's longest-running mentoring programs for up-and-coming young creative teams from Asia, including the Pacific, and Middle East. It is a 3-day workshop designed to nurture the future of the industry.



Open to advertising professionals aged 30 and under, with teams selected by local representatives in markets across the region, it involves talks, mentoring and workshops and a live “brief” –with just 24 hours to meet the deadline.

ELIGIBILITY

- Participants must be selected by the ADFEST local [representative](#) each market as a creative team of 2 participants/team

Note: The workshop will be conducted in English and no translation is provided

- Participants must be aged **30 or younger*** (born after March 1995)

Note: Proof of Date of Birth must be provided

- Each Participant must have at least 1 year experience in the communications industry
- Previous participants of the workshop cannot participate again





PARTICIPATION FEE

As the selected team representing each market, there is no participation fee for the Young Lotus Workshop. ADFEST will provide the Young Lotus Workshop participants with:

- Accommodation at the Lewit Hotel Pattaya from 16 – 22 March (total 6 nights)
- All meals are provided (except Dinner on Friday 20 March)
- Workshop venue & meeting facilities
- Registration to ADFEST 2026 inclusive of access to all ADFEST functions & festival kit

TRANSFER & ACCOMMODATION

- All participants must arrive in Pattaya on Monday 16 March 2026
 - Accommodation will be arranged based on twin sharing room
- Note: if an additional room is required, it is the responsibility of the local representative or participants to cover the expenses
- Personal expenses such as laundry, calls, mini bar or extra meals are the participants' responsibility
 - Airfare and ground transportation are the responsibilities of the local representative

TENTATIVE AGENDA

Mon 16 Mar	19.00	Arrival & Welcome Dinner at Lewit Hotel Pattaya
Tue 17 Mar	All day	Workshop Lectures
Wed 18 Mar	am	Workshop Lectures
	Noon	Creative Briefing
Thu 19 Mar	Noon	Work Submission
	pm	Team Presentations
		Judging: Selection of Finalists & Winners
Sat 21 Mar	11.15–13.00	Young Lotus Session
	18.00	Young Lotus Award Presentation
Sun 22 Mar		Departure from Pattaya

For inquiries on the Young Lotus Workshop, please contact YoungLotus@ADFEST.com

