

ABOUT YOUNG LOTUS WORKSHOP

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.

Each year, an agency network hosts the Young Lotus Workshop. The workshop is facilitated by mentors from the host network, known as the Young Lotus Committee. Participants will be coached, lectured, and given a brief to be completed within 24 hours. Works will be judged by the Young Lotus Committee. Finalist teams will present their works on stage in front of adfest delegates. Young Lotus & Popular Vote winners will be announced on stage at the award presentation.

OBJECTIVES & BENEFITS

- To recognise, train, nurture, and inspire the rising stars in the region
- To learn from the best creative practitioners in the industry
- To elevate the region's advertising and communication industry
- To provide the opportunity to network and be inspired by emerging talents in other markets

PARTICIPATION & ELIGIBILITY

- Each local representative is responsible for selecting and sending in a team of 2 young creatives to represent that market
- Each local representative is responsible for the participants' airfare & ground transportation expenses
- Workshop participation is free of charge and each team will receive:
 - 1-day judging observation before the workshop commences
 - 3-day workshop facilitated by "mentors" from the host network, known as the Young Lotus Workshop Committee
 - Accommodation & meals during the workshop & adfest
 - Complimentary registration to adfest

YOUNG LOTUS WORKSHOP: 2004 – 2026

The following networks have hosted the Young Lotus Workshop with the project chairpersons as follow:

2004	Craig Davis Regional Executive Creative Director, Saatchi & Saatchi Asia/Africa
2005	Linda Locke Regional Executive Creative Director, Leo Burnette Asia Pacific
2006	Tay Guan Hin Regional Executive Creative Director Southeast Asia, JWT Singapore
2007	Chris Thomas Chairman & Chief Executive Officer, BBDO Asia Pacific
2008	Neil Dawson Global Creative Director- Phillip, DDB London
2009	Akira Kagami Executive Officer & Global Executive Creative Officer, Dentsu Inc. Japan
2011	John Merrifield Creative at large, TBWA \ Asia Pacific, Singapore
2012	Tay Guan Hin Regional ECD, JWT Southeast Asia, JWT Asia Pacific
2013	Spencer Wong Group Managing Director Hong Kong & Chief Creative Officer Greater China, McCann Worldgroup
2014	Chris Thomas Chairman and CEO of BBDO Asia, Middle East and Africa Chairman of Proximity Worldwide, BBDO and Proximity Singapore
2015	Dick van Motman Chairman and CEO, Dentsu Aegis Network Southeast Asia
	Ted Lim Regional Chief Creative Officer, Dentsu Aegis Network Asia Pacific
2016	Kentaro Kimura Executive Creative Director & Co-CEO, Hakuhodo Kettle, Tokyo
2017	Wain Choi Senior Vice President & Chief Creative Officer, Cheil Worldwide, Seoul
2018	Rob Sherlock Chairman, ADK Global, Singapore
2019	Vincent Digonnet Asia Pacific Chief Executive Officer, MullenLowe Group
2023	Reed Collins Chief Creative Officer, Ogilvy Asia-Pacific, Hong Kong
	Kent Wertime Co-CEO, Ogilvy Asia-Pacific, Bangkok
2024	Reed Collins Chief Creative Officer, Ogilvy Asia-Pacific, Hong Kong
2025	Alice Chou Chair, APAC & Taiwan Dentsu Creative Council & Chief Creative Officer, Dentsu Creative & dentsuMB Taiwan
	Hitoshi Hamaguchi President, APAC Practices & Practice President, Creative APAC
2026	Geia Lopez Head of Creative and Creator Partnerships, Google Southeast Asia