

YOUNG LOTUS WORKSHOP 2027



As adfest celebrates its 30th anniversary at adfest 2027, The Young Lotus Workshop returns with an exciting new addition to the program line-up.

Before the workshop officially commences, Young Lotus Workshop participants will have the rare opportunity to observe the Lotus Awards judging on **Monday 15 March.**

The Workshop will then run from **Tuesday 16 – Thursday 18 March, followed by adfest 2027, which takes place from **Thursday 18 – Saturday 20 March 2027**.**



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.

Open to creative industry professionals aged 30 and under, with teams selected by local representatives in markets across the region, the Young Lotus Workshop 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 representatives** 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 1996)

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

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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 14 – 21 March (total 7 nights)
- All meals are provided (except Dinners on Sunday 14 March, Wednesday 17, and Friday 19 March)
- Workshop venue & meeting facilities
- Registration to adfest 2027 inclusive of access to all adfest functions & festival kit



TRANSFER & ACCOMMODATION

- All participants must arrive in Pattaya on Sunday 14 March 2027
- 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 to and from Pattaya are the responsibilities of the local representative



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TENTATIVE AGENDA

Sun 14 Mar	Anytime	Arrival in Pattaya
Mon 15 Mar	All day	Briefing & Judging observation
	18.00	Welcome Dinner at Lewit Hotel Pattaya
Tue 16 Mar	All day	Workshop Lectures
Wed 17 Mar	am	Workshop Lectures
	Noon	Creative Briefing
Thu 18 Mar	Noon	Work Submission
	pm	Team Presentations
		Judging: Selection of Finalists & Winners
Sat 20 Mar	11.15-13.00	Young Lotus Session
	18.00	Young Lotus Award Presentation
Sun 21 Mar		Departure from Pattaya

For enquiries on the Young Lotus Workshop, please contact YoungLotus@adfest.com