



adfest

PROGRAM PROPOSAL GUIDE

18 – 20 Mar, Pattaya, Thailand.

www.adfest.com



adfest 2027

Thirty Years of Creative Excellence

Since 1998, adfest has brought Asia's creative community together to celebrate bold ideas, inspire new thinking and champion the people shaping the future of creativity.

As Asia's leading regional creative festival, adfest celebrates creativity and innovation across advertising, design, entertainment, media, production and communications.

A Creative Community

Each year, the three-day festival welcomes around 1,000 industry professionals. It creates a space to exchange ideas, build meaningful connections, discover new perspectives and stay close to the changes reshaping creativity, marketing and production.

Regional Roots Global Relevance

adfest is a non-profit organisation committed to nurturing and supporting the creative industries across Asia Pacific and the MENA region. Its identity is grounded in the cultures and creative voices of the region, while its outlook is international.

adfest is one of only 7 regional festivals included in the WARC Creative 100 Rankings, one of only 12 festivals included in the Campaign Brief Asia Creative Rankings, and one of 22 awards included in The Drum World Creative Rankings.

adfest 2027

adfest 2027 will take place from **Thursday 18 to Saturday 20 March 2027** at the Royal Cliff Hotels Group in Pattaya, Thailand.



30&BEYOND

The Next Idea Changes Everything

For 30 years, adfest has connected culture, craft, creativity and technology. This anniversary recognises the journey we have shared and the community that made it possible. More importantly, it asks what comes next.

Thirty Years and Just Getting Started

adfest began in a world shaped by print, radio, billboards and the broadcast clock. Today, media is continuous, participatory and highly personalised. Platforms have multiplied, algorithms influence what people see, and emerging technologies are changing how ideas are conceived, made, distributed and experienced.

The Human Spark

Technology can extend our reach and accelerate what we make. Resonance still depends on human creativity: the courage to challenge an assumption, the curiosity to see something differently and the conviction to turn an idea into work that matters.

Beyond What We Know

30&BEYOND looks towards new ideas, new voices, new connections and new creative possibilities. It invites us to consider what we should embrace, what we should rethink and what the next generation will expect from our industry. Thirty is a milestone, not a finish line. Human creativity does not have one.

adfest 2027 | 30&BEYOND

GOT CONTENT?

Bring Your Idea to the adfest Stage

adfest 2027 is calling on the creative community to propose live sessions and workshops.



Who Should Apply

We want to hear from people shaping the future of creativity across advertising, design, media, entertainment, technology, business, culture and education. You may be a creative, brand leader, platform specialist, creator, production expert, entrepreneur, innovator, educator or someone working in a field the industry has yet to define.

What We Want

We are looking for original, thought-provoking content that challenges perspectives, starts useful conversations and gives our audience something valuable to take away.

Explore what is happening now, what may come next and what the creative industry should be thinking about. Share a fresh point of view, reveal something people have not seen before, or turn a complex change into an idea people can understand and use.





What We Do Not Want

adfest sessions are not sales presentations. Proposals built around a product, service or company promotion will not be selected. Partners and technology companies are welcome, but the content must put audience value first.

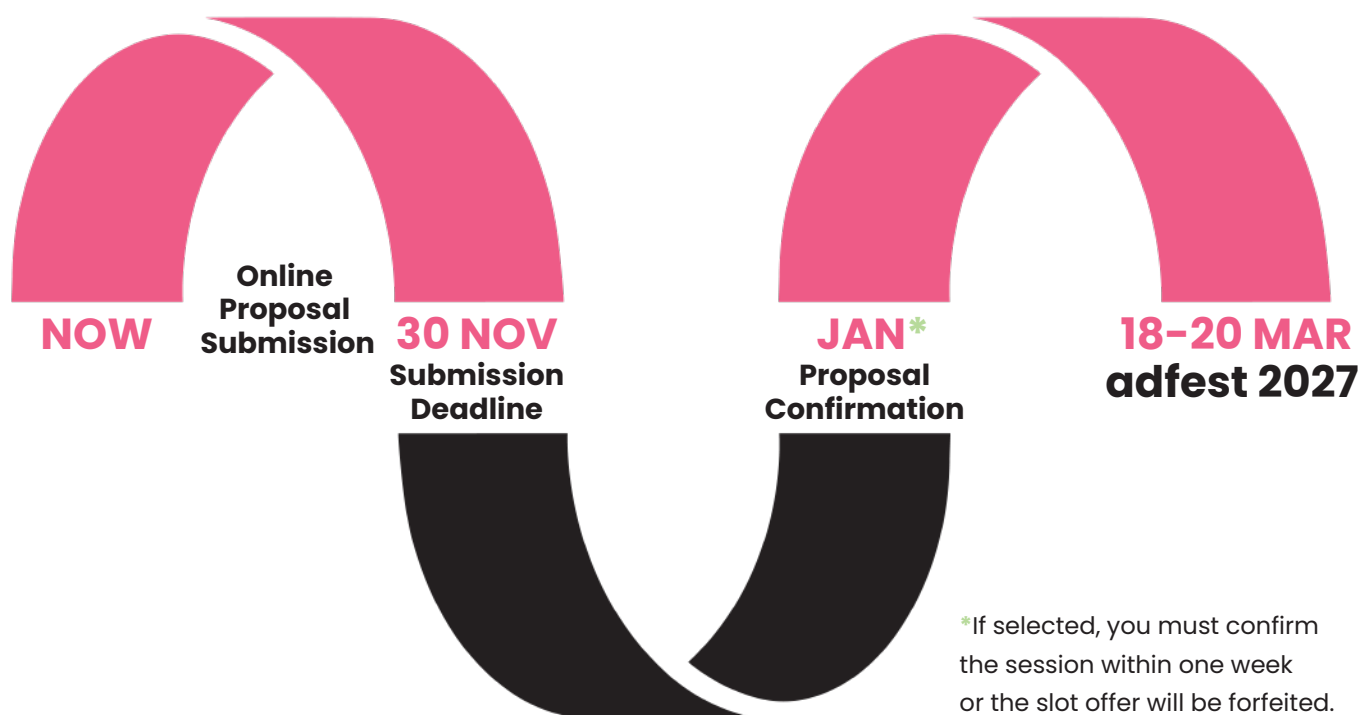


What a Strong Proposal Makes Clear

- The central idea
- Why the idea matters now
- What is new or distinctive about the perspective
- What the audience will learn, question or be able to apply
- Why the proposed speaker is the right person to deliver it

Bring us an idea worth sharing and you could take the stage at adfest 2027.

KEY DATES



GROUND RULES

- All presentations must be delivered in **English**.
- adfest **does not provide speaker fees, travel or accommodation**.
Please consider these costs before submitting a proposal
- adfest provides **complimentary three-day passes for selected speakers only**.
- All selected sessions and workshops will be **presented live in Pattaya**.
Please confirm each proposed speaker's availability before submitting.
- Places are limited and submissions are always oversubscribed. **Submitting a proposal does not guarantee selection**.
- You may submit more than one proposal if each contains different content, but only one proposal will be selected and confirmed.



CONTENT

WHAT WE'RE LOOKING FOR

Original and Inspiring Content

Do not be generic. Give us a clear idea, a distinctive point of view and a reason for the audience to care. adfest welcomes a wide range of subjects and disciplines because creativity exists everywhere.

Relevant Content for Our Audience

More than 50% of adfest delegates come from creative agencies and almost 25% come from the production industry. Together, our delegates form a dynamic community from across the marketing and creative ecosystem. They want to be informed, inspired and challenged. They do not want sales pitches.

Inclusive Content

Different voices and cultures strengthen our creative community. Our delegates come from diverse markets, generations and disciplines. We want content that reflects this diversity through fresh perspectives, multiple voices and ideas that can connect with a multicultural audience.



A Compelling Speaker

The speaker matters as much as the subject. The proposed speaker should know the material, communicate it clearly and hold the attention of a live audience.

A Clear and Complete Submission

Explain the idea, its relevance and its intended audience value. Include enough specific information for the selection team to understand how the session or workshop will work. Claims should be supported by relevant examples, evidence or experience where appropriate.

A Submission that Meets the Deadline

Submit your complete proposal by **30 November 2026**.



INTERNATIONAL AUDIENCE



AGE



TOP DELEGATE ROLES



KNOW OUR AUDIENCE

TOP COUNTRIES REPRESENTED



1	Japan	28%
2	Thailand	20%
3	South Korea	12%
4	Sri Lanka	6%
5	China	5%
6	Singapore	5%

TOP BUSINESS TYPES



COUNTRIES REPRESENTED

Australia | Bangladesh | Cambodia | China | Chinese Taipei | Cyprus | Czech Republic | Estonia | France | Georgia | Germany | Hong Kong, China | India | Indonesia | Israel | Italy | Japan | Kazakhstan | Lithuania | Malaysia | Mongolia | New Zealand | Romania | Saudi Arabia | Serbia | Singapore | South Africa | South Korea | Spain | Sri Lanka | Thailand | The Netherlands | The Philippines | United Arab Emirates | United Kingdom | USA | Vietnam



CONTENT TRACKS

CREATIVITY AND TECHNOLOGY

Explore how emerging tools, platforms and technologies are reshaping creativity.

Topics may include AI, automation, immersive technology and new creative tools, as well as the changing role of human judgement and craft. Show how innovation is changing the way ideas are conceived, produced, distributed and experienced – and where the next creative breakthroughs may come from.

EXPERIENCE AND ENGAGEMENT

Explore how brands and creators can earn attention and build meaningful participation.

Topics may include entertainment, immersive experiences, personalisation, commerce, community and new forms of storytelling. What moves people from seeing a message to choosing to engage with it?

CULTURE AND COMMUNITY

Explore how creativity reflects and shapes culture, identity and social change.

Show how brands, creators and communities can create meaningful conversations and cultural impact. We welcome perspectives rooted in different markets, cultures and creative disciplines.

ETHICS AND RESPONSIBILITY

Examine the responsibilities that come with greater creative power.

Topics may include AI, data, representation, sustainability and influence. What boundaries should the industry consider, and how can creativity contribute to more responsible decisions and outcomes?

FUTURES AND POSSIBILITIES

Look beyond today and imagine what comes next.

What might creativity, media, brands, business and culture look like in 2030, 2050 and beyond?

Explore emerging behaviours, technologies, business models and cultural shifts. Challenge us to consider what we should embrace, rethink or leave behind.



FORMAT

Every proposal must be submitted as either a speaker session or a workshop. Choose the format that best suits the idea and the experience you want to create for the audience.



SPEAKER SESSION

A 35-minute presentation for an audience of approximately 800–1,000 people.

Speaker sessions suit informative and inspiring content delivered by experts across a wide range of subjects.



Keynote-Style Presentation

One or two speakers present a topic or idea using visual materials, or take part in an interview or in-conversation format.



Panel Discussion

A moderator leads a focused discussion that brings together different perspectives and insights. Panels may include **a maximum of four people, including the moderator.**



Practical Demonstration

A live show-and-tell presentation that demonstrates an idea, process or technology and may involve the audience.

What Every Session Needs

- A focused idea that can be delivered well in 35 minutes
- A clear structure and audience takeaway
- Speakers who can engage a large live audience
- Content that informs or inspires rather than promotes



WORKSHOP

A hands-on session for a maximum of 50 participants, lasting up to three hours.

Workshops suit topics that benefit from active participation, practical learning and a more intimate group setting.



Presentation and Demonstration

A guided presentation or demonstration that requires technical equipment or a controlled environment and allows participants to explore the subject in greater depth.



Group Discussion and Exercises

Individual or team challenges, collaborative projects, facilitated discussion or competitive exercises designed to help participants test and apply an idea.



Training

Practical instruction in a creative, strategic or technical skill. Participants should leave with knowledge or methods they can apply.



Experiential

Participation in a simulation, making activity or other immersive experience that requires preparation and a controlled environment.

What Every Workshop Needs

- A clear learning objective
- Meaningful participant involvement
- A realistic plan for the available time and capacity
- Details of any technical, spatial or material requirements

PREPARE YOUR SUBMISSION

Before you submit, please read the **Ground Rules** and decide whether your proposal is best suited to a speaker session or a workshop.

Proposal Details

- Session or Workshop Title (maximum 10 words)
- Brief Objective (maximum 50 words)
- Synopsis (maximum 200 words)
- Audience takeaway (maximum 75 words)
- Speaker biography (maximum 250 words per speaker)
- Additional references, examples or links, if relevant
- Technical, spatial or material requirements, particularly for workshops

Before You Submit

- Is the central idea clear?
- Does the proposal explain why the topic matters now?
- Is the content original and relevant to the adfest audience?
- Is the audience takeaway specific?
- Is the proposed speaker confirmed and available to travel to Pattaya?
- Is the proposal free from product or company promotion?

SUBMIT YOUR PROPOSAL

Submit your proposal by **30 November 2026.**

Submit online **here.**

For enquiries, please contact **sessions@adfest.com.**

adfest 2027 | 30&BEYOND
18-20 March

