

**20th March 2018**

**DISCOVER 'TMRRW.TDAY' AT ADFEST 2019,  
KICKING OFF IN PATTAYA, THAILAND TODAY**

From today until 23rd March, over 1,000 creative and marketing professionals will arrive in Pattaya, Thailand to experience ADFEST's biggest ever line-up of speakers and workshops at Asia's most celebrated and recognized regional creative festival. The entire program has been curated around the theme 'TMRRW.TDAY' with the goal of arming delegates with the creative skills they need to thrive in tomorrow's world. The 22nd ADFEST takes place at PEACH, Royal Cliff Hotels Group culminating in two Lotus Awards ceremonies on 22nd and 23rd March.

**TMRRW.TDAY**

The theme for ADFEST 2019 is "TMRRW.TDAY". With 32 speaker sessions and over 20 workshops, exhibitions, and film screenings, delegates will learn how to throw out the old, build new skills, discover the latest trends and technologies, and shape tomorrow's world today.

"If you've been to ADFEST before, you will not recognize this year's festival. We have reconfigured our venue to accommodate highly interactive formats such as 'Speed Dating with the Juries' and our 'Juries Insights' sessions, which take place in the new Breakout Stage and Open Space Workshop areas," says Jimmy Lam, President of ADFEST.

"We are especially proud to be launching TMRRW Biz School, a creative business school for marketers. We're also bringing world-leading technology giants – from Google to Intel – to host workshops and sessions. If you haven't registered to attend one of our workshops yet, I encourage you to do so – this is our richest line-up of guest lecturers and speakers yet," says Lam.

TBWA\Santiago Mangada Puno designed the ADFEST 2019 identity. A new animated short film created by Connection (Tokyo) with a soundtrack by Primary Colour Music (Kansas/Tokyo) will also feature prominently this week at #ADFEST2019.

**MEET OUR 2019 GRAND JURY PRESIDENT**

This year's Lotus Awards Grand Jury President is also one of the most awarded creative directors in the industry: Mark Tutssel, Executive Chairman & Global Chief Creative Officer at Leo Burnett.

"ADFEST is one of the industry's most respected industry events, a champion of creative excellence, and one of my favorite festivals. It is a hotbed of creativity and learning, with a hugely passionate delegation. I'm especially looking forward to discovering work that celebrates the richness of cultures across the Asia Pacific and Middle East," says Tutssel, who is also presenting a session, 'Obey Your Hunches', this Saturday 23rd March.

Fifty jurors led by eight Jury Presidents will oversee 19 awards categories, including the new eCommerce category. This year, ADFEST has renamed the Promo Lotus category, which is now called Brand Experience & Engagement Lotus. The Radio Lotus category has been renamed Audio Lotus; while the Branded Content Lotus category is now called Branded Entertainment Lotus.

## **CRAFT MEETS CREATIVE**

The 22nd ADFEST program is once again divided into two streams, beginning with Craft@ADFEST on 20th-21st March 2019. This stream is dedicated to exploring the latest production, digital, content and technology trends, while Creative@ADFEST is all about creativity – the DNA of ADFEST. It runs on 22nd and 23rd March.

## **WORKSHOP REGISTRATIONS: NOW OPEN**

Today in the new Open Space Workshop area, INNOVA finalists will present their work, explain the challenges they overcame, and convince eight judges that their idea is truly pushing into uncharted territory at the INNOVA Lotus Shortlists Presentation.

This will be followed by 'Ways to Grow' presented by Google's Umma Saini (Brand and Creative Lead, Google India) and Claudia Cristovao (Head of Brand Studio, Google APAC). This workshop aims to unlock some of the beliefs and doubts you may have about your creative talents to expand your creativity. If you've ever thought, 'I'm just no good at...' – this is the workshop for you. Seats are limited – [click here](#) to register.

Delegates must also register to attend tomorrow's 'VR and Ambisonics: Creating the Future of History' workshop, presented by I Am Cardboard PH / Hit Productions Inc. It's an opportunity to learn how VR is shot, edited and mixed, and the challenges of VR storytelling. To register, [click here](#).

## **TMRRW BIZ SCHOOL**

ADFEST is pleased to announce the launch of the TMRRW Biz School, a creative business school for a new generation of marketing leaders, which runs daily from 20th to 23rd March. Guan Hin Tay, Founder of TGH COLLECTIVE and a Creative Change Catalyst at APAC Global Advisory, is joining TMRRW Biz School as its inaugural Principal.

TMRRW Biz School has recruited a team of creative, data and digital experts to share their tactics and techniques:

- Anthony James, Executive Director at Trinity Consulting Services (Sydney, Australia)
- Richard Lee, former Chief Marketing Officer of PepsiCo Greater China and Master Hong Kong in Greater China; and Co-Founder & Chairman at Frontier Communications (Shanghai, China)
- Christine Wang, General Manager, E-Commerce at Publicis China (Shanghai, China)
- Kenny Blumenschein, Creative Strategist, Greater China Region at Facebook (Hong Kong, China)
- Pinit Chantaprateep, Vice President of Global Branding at Double A (Bangkok, Thailand)
- Jax Jung, Global Creative Director, Cheil Worldwide (Seoul, South Korea)
- Natalie Lam, International Creative Director (New York, USA)
- Mitsuyuki Nakamura, Global President, dentsu X (London, UK)

Enrolment is free but limited to 50 registered delegates of ADFEST 2019. Contact [Betty@ADFEST.com](mailto:Betty@ADFEST.com) for more information.

## **WORLD PRODUCERS SUMMIT**

Tomorrow, the World Producers Summit is returning to ADFEST from 1-3:30pm, bringing Executive Producers together to discuss the trends and challenges facing their businesses. The Summit will be chaired by Steve Davies, Chief Executive of the Advertising Producers Association (APA) and

Executive Vice President of the Commercial Film Producers of Europe (CFPE) together with Francois Chilot, Honorary Chairman of CFPE and President of the Young Director Award. To register, contact [Workshop@ADFEST.com](mailto:Workshop@ADFEST.com).

### **ADFEST APP AND CONNECT**

ADFEST has significantly enhanced the official ADFEST app, which features a useful networking tool called ADFEST Connect, a live photo stream powered by VPhoto, plus the festival's program evaluation feature. You can also access the festival program, view all speakers and juries, finalists and winners announcements, and read the latest news from ADFEST – all at your finger tips. The app can be downloaded in either iOS or Android format via <http://www.adfest.com/app2019/download/index.html>.

ADFEST Connect is available to all registered delegates of ADFEST 2019: it allows you to search for other delegates by name, company, city or country and send them an email to see if they'd like to meet up.

Vinit Suraphongchai, Chairman of ADFEST, says: "Creativity is at the heart of everything we do at ADFEST. We are passionate about raising creative standards and challenging the industry to do better, which means continually evolving and experimenting with new formats. We hope you will enjoy our expanded program of speakers and workshops and leave inspired to shape a better tomorrow through the power of creativity."

Follow all the latest news and events via #ADFEST2019 and #TMRRWTDAY on Facebook, Twitter, Instagram and LinkedIn ([linkedin.com/company/adfest-official](https://www.linkedin.com/company/adfest-official)). To view the full program, visit [www.ADFEST.com](http://www.ADFEST.com)