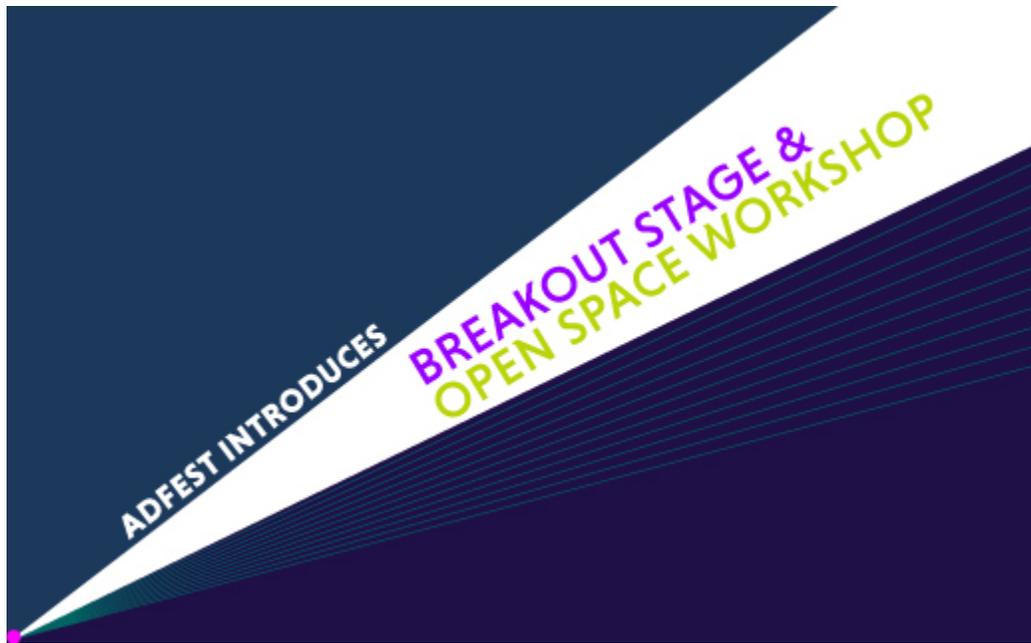


PRESS RELEASE

SPEAKERS: ADFEST RAMPS UP ITS WORKSHOP PROGRAM WITH A NEW BREAKOUT STAGE, SPEED DATING WITH THE JURIES & 'OPEN SPACE' WORKSHOPS



ADFEST is ramping up the number of workshops on offer during this year's festival, which runs from Wednesday 20th March to Saturday 23rd March 2019 in Pattaya, Thailand. With a new Breakout Stage and an area for more interactive Open Space Workshops, delegates will be able to choose from workshops and seminars running in parallel to sessions in the main conference hall at PEACH (Pattaya Exhibition and Conference Hall).

ADFEST is pleased to confirm the following workshops and sessions:

NNOVA Lotus Shortlists Presentations

Craft@ADFEST: Wednesday 20th March 9.30 onwards – Breakout Stage

Don't miss the chance to see this year's INNOVA shortlists present their work, explain the challenges they overcame, and convince eight judges – face-to-face – that their idea is truly pushing into uncharted territory. It's an opportunity to learn from other creative leaders as they lodge hairy questions from our Jury Presidents, including Grand Jury President Mark Tutssel, Executive Chairman & Global Chief Creative Officer at Leo Burnett.

VR and Ambisonics: Creating the Future of History, presented by I Am Cardboard PH / Hit Productions Inc.

Craft@ADFEST: Thursday 21st March 10.40-11.40 – Room Pattaya 4

The Ayala Museum in Manila recently collaborated with German filmmaker Marco Biemann and award-winning sound studio Hit Productions to create an intensely personal VR storytelling experience. Learn directly from the production team about their creative process, the equipment used, how VR is shot, edited and mixed, and the challenges of VR storytelling. This workshop

will be led by Marco Biemann, Chief Content Creator at I Am Cardboard PH; Vic Icasas, President & Managing Partner at Hit Productions Inc.; and Dennis Cham, Chief Technology Officer at Hit Productions Inc – all based in Manila. Pre-registration is required. For more information, click [here](#).

Juries Insights, presented by ADFEST 2019 Lotus Awards judges

Creative@ADFEST: Friday 22nd March 10.30-13.00, 15.45-17.25 & Saturday 23rd March 10.30-13.00– Breakout Stage

Join a series of in-depth and freeform discussions with the judges of the 2019 ADFEST Lotus Awards, who will reveal what they discussed behind the closed doors of the judging room, category by category. It's your chance to lift your own creative bar by learning directly from the experts.

Think Like A Murder Mystery Writer, presented by Ankur Kalita, Vice President/Senior Creative Director at J. Walter Thompson in Delhi, India

Creative@ADFEST: Friday 22nd March 14.30 – 16.00 – Room Pattaya 6

We all sit on the edge of our seat while watching murder mysteries. Do they contain a secret formula that could benefit our industry? Yes, according to copywriter Ankur Kalita, who points out that murder mystery writers begin with the murder, and go backwards from there. “And that's a great lesson for us ad folks. We need to start at the end too, to begin making more of a difference in the lives of the brands we work on,” he says. In this workshop, you'll learn how to write stories that are as compelling as murder mystery bestsellers. Pre-registration is required. For more information, click [here](#).

Speed Dating with the Juries

Creative@ADFEST: Saturday 23rd March 14.30-16.00– Open Space Workshop

If you're a young, up-and-coming creative professional, don't miss the rare opportunity to share your portfolio with the world's leading creative thinkers for some one-on-one advice and critique. Stay tuned for more information.

For all the latest speaker and workshop announcements or to buy tickets to ADFEST 2019, visit www.ADFEST.com