



ABOUT YOUNG LOTUS WORKSHOP

Young Lotus is one of the industry's longest-running mentoring programs for ambitious young creative teams from the Asia Pacific, Middle East and North Africa regions. 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.

It is a 2 and a half day workshop created since 2004 to:

- Recognise and encourage the rising stars in the region
- Allow participants to further develop their skills and learn from the gurus of the industry
- Sharpen talents while competing under a relaxed atmosphere
- Offer creative young bloods the opportunity to earn a winning place on the ADFEST stage

Each year, an agency network hosts the Young Lotus Workshop. The workshop is facilitated by "trainers" 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

- To train & sharpen young creative minds to develop effective concepts
- To support & stimulate new creative young bloods in the region
- To help the region's advertising and communication industry compete in the global market
- To provide exposure for the talented young creatives
- To encourage young creatives to strengthen team relations

BENEFITS

- Chance to work with and learn from the best creative practitioners in the industry
- Absorb essential creative know-how from world-class advertising gurus effectively
- Learn of techniques and tips directly from creatives
- Opportunity to network and meet other rising stars in the region
- Build strong team skills

PARTICIPATION & ELIGIBILITY

- Each local association/representative sends in a team of 2 young creatives to represent that market
- Each local association/representative is responsible for participants' airfare & ground transportation
- Workshop participation is free of charge and each team will receive:
 - 2.5 day workshop facilitated by "trainers" from the host network, known as the Young Lotus Workshop Committee
 - Accommodation from & meals during the workshop & ADFEST
 - Registration to ADFEST



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YOUNG LOTUS WORKSHOP: 2004 - 2023

The following networks have hosted the Young Lotus Workshop with the sole project chairperson 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
- 2020** : **Ronald Ng***
Global Chief Creative Officer, Isobar, New York
**ADFEST 2020 cancelled*
- 2023** : **Reed Collins**
Chief Creative Officer, Ogilvy Asia-Pacific, Hong Kong
Kent Wertime
Co-CEO, Ogilvy Asia-Pacific, Bangkok