

21 March 2018  
PATTAYA, THAILAND

ADFEST 2018 “TRANSFORM” kicked off this morning at PEACH, Royal Cliff Hotels Group in sunny Pattaya, Thailand. This year it is welcoming close to 1200 delegates from 69 cities who will stream through its doors for the four-day festival, which runs from 21st – 24th March 2018.

#### CRAFT@ADFEST SPEAKER SESSIONS

The first two days of ADFEST 2018 are dedicated to production (including commercial production, post production, music and sound companies), digital professionals, and technological innovation.

Craft@ADFEST speakers on the podium include agencies, production companies and studios talking passionately about what makes great content better. Delegates have the pick of sessions on visual technology, AI, music, storytelling and other forms of creative craft. All tools of the trade that are needed for transformative creativity.

A full timetable of seminars is available on the ADFEST APP and official event program via the website, [www.ADFEST.com](http://www.ADFEST.com)

#### CRAFT@ADFEST WORKSHOPS

In addition to the speaker sessions that are being served up over the first two days of ADFEST 2018, delegates have the opportunity to join two applied workshops, one with a music theme and the other on better storytelling on Instagram.

The morning session is “How to Make Music decisions for Advertising”, facilitated by Christian Mix-Linzer, Chief Executive Officer from Track & Fields, Berlin. Delegates attending will be taken through an interactive case study and shown how to use effective tools to help them make more objective music decisions for brands.

ADFEST will also host the World Producers Summit (WPS), hosted by Steve Davies, Chief Executive of the Advertising Producers Association (APA) and Executive Vice President of Commercial Film Producers of Europe (CFPE). WPS is a meeting that convene a series of forums for the global community of motion image producers, with the goal of finding solutions to common issues in the production industry.

In the afternoon, Kitty Lun, Head of Creative Shop, Greater China from Facebook Hong Kong will present ‘Story School’ to help delegates understand how to create better Instagram Stories for brands.

#### STRAIGHT8 INDUSTRY SHOOTOUT & ADC\*E SPECIAL SCREENING

This year, ADFEST is pleased to welcome straight8, the global “one-super-8-cartridge-no-editing” film competition. straight8 was founded in London in 1999 and challenges people to make a film in this way. Entries are on a first come, first serve basis and are limited to 20 companies that work in the industry in Asia Pacific and MENA regions.

All films will be shown for the first time at ADFEST 2018 on Thursday, 22nd March from 14:30pm – 15:30pm so delegates will have the chance to see the good, the bad and the ugly before a winner is selected. The prize money will be donated to charities chosen by the winners.

There will also be a special screening of the 2017 winners from the Art Directors Club of Europe (ADC\*E) in the Exhibition area from Wednesday, 21st March 2018 on the first day of ADFEST 2018. The ADC\*E Awards annually recognize the best of the best in European graphic design and advertising creativity.

The straight8 winners will also be screened in the Exhibition area from Friday, 23rd March 2018.

#### CRAFT@ADFEST PRODUCTION HUT

ADFEST 2018 has dedicated showcase spaces this year for production, post and visual effects, digital, data and technology companies, providing a unique networking forum for delegates and exhibitors alike. There are nineteen exhibitor booths this year. Seven production-based companies from Bangkok are sponsored by ADFEST's Diamond Sponsor, the Department of International Trade Promotion (DITP), Ministry of Commerce, Thailand "The Department of International Trade Promotion (DITP), Ministry of Commerce is pleased to support ADFEST. This great event has played an important role in showcasing the region's creativity to the world for more than 20 years which belongs to one of our missions. Moreover, DITP intends to expand the markets and promote value creation for Thai products and services to the world.

In the mean time we would like to congratulate ADFEST on beginning its third decade and wish the organisation the very best for the future," says Mrs. Chantira Jimreivat Vivatrat, Director General of Department of International Trade Promotion (DITP), Ministry of Commerce, Thailand.

In addition to the exhibitors supported by DITP, there are exhibitors from Berlin, Shanghai, Singapore and Tokyo. Delegates are welcome to browse through the Production and Digital Huts and connect with them during coffee and lunch breaks. There are giveaways to collect and competitions to enter.

ADFEST strives to provide a creative forum and stimulus for learning for the advertising community in Asia Pacific and the Middle East region. Every year, the great cultural diversity of work from the region is showcased, rewarded and celebrated. The festival is designed to be inspirational, educational and innovative, with integrity and openness.

ADFEST 2018 "Transform" takes place from 21st – 24th March, 2018 at PEACH, Royal Cliff Hotels Group, Pattaya, Thailand.

Join us in celebrating transformational creativity by following #ADFEST2018 on Facebook, Twitter and Instagram now!

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