

# D&AD FESTIVAL 2024.

## Tuesday 21 May

### Festival Schedule



	QUEEN ELIZABETH HALL	PURCELL ROOM	ST PAUL'S PAVILLION (MASTERCLASSES)	FOYER
9 AM	REGISTRATION & BREAKFAST NETWORKING			
10 AM	<b>OPENING SPEECH</b> 10:00 <b>MAKING THE OUTRAGEOUS POSSIBLE: HOW IMPOSSIBLE AND JKR ARE ENGAGING MEAT LOVERS IN THE PLANT-BASED MOVEMENT</b> 10:10 LISA SMITH – JONES KNOWLES RITCHIE <b>IMAGINATIONS OF AI</b> 10:50 MATT ALAGIAH – IT'S NICE THAT GABBY PEARL – GOOGLE DEEPMIND MICHELLE HIGA FOX – BUCK AMELIE DINH – BAKKEN & BAECK ALEXA SIRBU – XK STUDIO	<b>JURY INSIGHTS: IMPACT</b> 10:00 SPONSORED BY HP INDUSTRIAL IMAGES <b>SUJATA BURMAN</b> (HOST) – LONDON DESIGN FESTIVAL / LONDON DESIGN BIENNALE <b>TEA UGLOW</b> – DARK SWAN INSTITUTE <b>CHLOE DAVIES</b> – IT TAKES A VILLAGE COLLECTIVE <b>ALI REZ</b> – IMPACT BBDO <b>PRIYA PRAKASH</b> – DESIGN FOR SOCIAL CHANGE <b>PACO CONDE</b> – ACTIVISTA		
		<b>BIG DATA ENERGY</b> 10:55 TARA MCKENTY – BMF <b>THE SOUNDTRACK OF CULTURE</b> 11:25 DAN LIEBERMAN	<b>BRANDING BEYOND THE BENTO BOX</b> 10:30 CHRIS MOODY – LANDOR	
11 AM	<b>JURY INSIGHTS: TRANSFORMING BRANDS</b> 11:40 SPONSORED BY FRONTIFY <b>JAMIE MADGE</b> (HOST) – SHOTS LIU ZHAO – ANOTHER DESIGN EMMA FOLLETT – DESIGN BRIDGE AND PARTNERS CAMILA MOLETTA – THE COCA-COLA COMPANY MICHAEL JOHNSON – JOHNSON BANKS JESS MARIE – DRAGON ROUGE	<b>UNITING NATURAL AND ARTIFICIAL INTELLIGENCE IN ADVERTISING: HOW TO WIN IN CONDITIONS OF UNCERTAINTY</b> 12:00 PRIYA PRAKASH – DESIGN FOR SOCIAL CHANGE		
	<b>HOW DESIGN SHOULD INCLUDE EVERYONE</b> 12:30 SINÉAD BURKE – TILTING THE LENS	<b>THE OPPORTUNITY CRISIS: THE JUNIOR CREATIVE'S NARRATIVE</b> 12:35 LÁNRE ADELEYE – HSBC   THE JUNIOR	<b>CREATIVITY AND ACCESS: THE IMPORTANCE OF INCLUSIVE DESIGN</b> 12:30 ISABELLA GIORGIO – SIGHTSAVERS MAIR ABRAM – SIGHTSAVERS MATT ROBERTS – SIGHTSAVERS DEVADARSINI ARULSRINIVASH – GRAPHIC DESIGNER	
1 PM		<b>HUMANISING BRANDS WITH CREATIVITY</b> 1:00 YASUHARU SASAKI – DENTSU GROUP INC.		<b>SCREENING: SHORTLISTED 2024 AWARD-WINNING WORK.</b> SCHEDULE TBA.
2 PM	<b>IN CONVERSATION WITH PETER SAVILLE: CRAFT, CULTURE AND CREATING ICONS</b> 2:00 PETER SAVILLE – PETER SAVILLE STUDIO LAURA HAVLIN (INTERVIEWER) – D&AD			<b>PLUS VISIT THE MAGCULTURE SHOP, TAKE A TIME-OUT WITH SLOVR, AND EXPERIENCE EXCITING ACTIVATIONS WITH ADOBE AND DENTSU, WITH MORE TO BE ANNOUNCED</b>
	<b>PHOTOGRAPHY NOW</b> 2:40 ALESSIA GLAVIANO – CONDÉ NAST ASHLEIGH KANE (HOST) CAMPBELL ADDY – CAMPBELL ADDY STUDIOS DELALI AYIVI – DELALI AYIVI BRYAN HUYNH – BRYAN HUYNH	<b>JURY INSIGHTS: ENTERTAINMENT</b> 2:30 SPONSORED BY TIKTOK <b>ADAM WOODWARD</b> (HOST) – LITTLE WHITE LIES <b>DORA OSINDE</b> – OGILVY <b>HUBERT TRINKUNAS</b> – WISHU MEDIA <b>LAUREL STARK AKMAN</b> – CONSULTANT <b>RUPERT REYNOLDS-MACLEAN</b> – BISCUIT FILMWORKS <b>JOEY DAVID TIEMPO</b> – OCTOPUS&WHALE	<b>UNLOCKING CREATIVE SYNERGY WITH AI</b> 2:30 DR SHAMA RAHMAN – NEUROCREATE	
3 PM		<b>TAKE A WINNING CHANCE ON LGBTQIA+ INCLUSIVE MARKETING</b> 3:25 RODNEY COLLINS – OUTVERTISING / MCCANN WORLDGROUP KENDRA ROGERS – OUTVERTISING		
	<b>A PROMETHEUS FORGERY: THE CRAFT OF PUPPET MAKING</b> 3:40 ANDY GENT – ARCH MODEL STUDIO			
4 PM	<b>GRWM TO CHANGE ADVERTISING FOREVER</b> 4:20 KARL HADDAD – TIKTOK	<b>GANNI: RESPONSIBILITY GAMEPLAN AND FABRICS OF THE FUTURE</b> 4:15 PRIYA MATADEEN – GANNI	<b>FINDING YOUR TRUE AUTHENTIC SELF</b> 4:30 REEHA ALDER – MIGHTY YOU	
	<b>CHANGING LANDSCAPES: TECH &amp; CREATIVITY</b> 4:50 RAZIK DARJI – WPP ALI MOHAMOUD – HOPE & GLORY NENE PARSOTAM – VINE CREATIVES DANIEL HULME – WPP / SATALIA ANISSA PAYNE – NM PRODUCTIONS KLADI VERGINE – ADOBE	<b>MASTERING THE MIXTURE: TRANSFORMING CONCERN INTO EXCITEMENT WITH AI</b> 4:45 JOUKE VUURMANS – MEDIA.MONKS		
5 PM	<b>TEN THINGS THAT MADE ME FEEL I HAD TO TO BETTER</b> 5:30 WALTER CAMPBELL	<b>ME AND YOU AND EVERYONE WE KNOW...</b> 5:25 MALIKA FAVRE – MALIKA FAVRE		
6 PM TO 8 PM	FESTIVAL NETWORKING & HAPPY HOUR			

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## Wednesday 22 May

### Festival Schedule



	QUEEN ELIZABETH HALL	PURCELL ROOM	ST PAUL'S PAVILLION (MASTERCLASSES)	FOYER
9 AM	<p><b>OPENING SPEECH</b> 9:50</p>			
10 AM	<p><b>AWAITING</b> 10:00 CHAKA SOBHANI – DDB WORLDWIDE</p> <p><b>BEYOND BOUNDARIES AND BINARIES: WORLD BUILDING IN THE METAVERSE</b> 10:30 AMY DICK (HOST) – GLOBAL BRAND &amp; IMPACT LEADER LEANNE ELLIOT-YOUNG – INSTITUTE OF DIGITAL FASHION SUHAIR KHAN – OPEN-ENDED KADINE JAMES – ARTIFICIAL ROME</p>	<p><b>UNLOCKING AI: HUMAN CREATIVITY AMPLIFIED</b> 10:15 TIM RODGERS – REHAB CALLUM GILL – REHAB</p>	<p><b>DESIGNING OUR WAY TO A SUSTAINABLE FUTURE</b> 10:00 JO BARNARD – MORRAMA</p>	
11 AM	<p><b>WORLD BUILDING: HOW TO MAKE THE FUTURE IRRESISTIBLE</b> 11:30 LUCY CLELAND (HOST) – COUNTRY AND TOWN HOUSE MICHAEL GRIEVE – GUCCI BRIAN COLLINS – COLLINS LELAND MASCHMEYER – COLLINS CHRIS GRAVES – TEAM ONE</p>	<p><b>JURY INSIGHTS: LUXURY</b> 10:50 MODERATOR TO BE ANNOUNCED RAVI AMARATUNGA HITCHCOCK – SOURSOP BOYOUNG LEE – SHINSEGAE INTERNATIONAL ROSHNEE DESAI – LOCAL + ADDITIONAL PANELISTS TO BE ANNOUNCED</p>		
12 PM	<p><b>JURY INSIGHTS: GRAPHIC &amp; TYPE DESIGN</b> 12:10 AMAH-ROSE ABRAMS (HOST) – ARTS &amp; CULTURE JOURNALIST TYRONE OHIA – EXTENDED WHĀNAU SULEKHA RAJKUMAR – SULEKHA RAJKUMAR ROSEY TRICKETT – STOP, LOOK AND LISTEN ANDI RAHMAT – NUSAE LIRON LAVI TURKENICH – LIRON LAVI TURKENICH / ARAVRIT</p>	<p><b>DESIGN FOR CHANGE: HOW CREATIVITY FUELS SOCIAL INNOVATION</b> 11:45 VERÓNICA FUERTE – HEY</p>	<p><b>YOU BE THE JUDGE!</b> 12:00 ARIF HAQ – TWENTYFIRSTCENTURYBRAND</p>	<p><b>SCREENING: SHORTLISTED 2024 AWARD-WINNING WORK.</b> SCHEDULE TBA.</p> <p>PLUS VISIT THE MAGCULTURE SHOP, TAKE A TIME-OUT WITH SLOVR, AND EXPERIENCE EXCITING ACTIVATIONS WITH ADOBE AND DENTSU, WITH MORE TO BE ANNOUNCED</p>
1 PM	<p><b>LATER MEANS NEVER</b> 1:10 NILS LEONARD – UNCOMMON CREATIVE STUDIO</p>	<p><b>HOW I BECAME THE PRESIDENT OF D&amp;AD</b> 12:20 CHARLES PARKINSON &amp; ASHLEY SAMUELS-MCKENZIE – HOW I BECAME / A UNIFY PODCAST JACK RENWICK – JACK RENWICK STUDIO</p>		
2 PM	<p><b>UNLOCK THE BRAND POWER OF FANDOMS</b> 1:45 ROGER DUDLER – FRONTIFY TOSH HALL – JONES KNOWLES RITCHIE JORDAN GIESSLER – KANSAS CITY CHIEFS ADDITIONAL SPEAKER TBA</p>	<p><b>CREATIVITY &amp; THE CORPORATE BEAST</b> 1:30 ANDREW SANDOZ – DELOITTE DIGITAL</p>		
3 PM		<p><b>JURY INSIGHTS: CRAFTING EXCELLENCE</b> 2:10 AMY FREARSON (HOST) – DEZEEN JULIANE ELLRICH – ZAUBERBERG PRODUCTIONS CAROL DUNN – HUMAN LIZ UNNA – KODE MEDIA BART YATES – BLINKINK KOUSHIK SARKAR – KITCHEN VIDEO</p>	<p><b>THE POWER OF CO-CREATION: HOW TO CREATE MEANINGFUL IMPACT</b> 2:30 MR GOODVERTISING, THOMAS KOLSTER – GOODVERTISING AGENCY ABEL SANCHEZ-HERMOSILLA – HP INDUSTRIAL GRAPHICS GUY BIBI – HP INDUSTRIAL GRAPHICS</p>	
4 PM				
6 PM	<p><b>D&amp;AD CEREMONY 2024</b></p>			



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