

# ADCE Festival 2015

2nd European Creativity Festival  
Champions League of Design and Advertising

15 / 16 / 17 OCTOBER  
DISSENY HUB BARCELONA

**Thursday 15 October** / Entry only for registered jurors

---

09:30 - 21:00 ADCE Judging Day

**Friday 16 October** / Entry with 2 day pass ticket

---

09:00 - 09:30 Registration

09:30 - 09:45 **Welcome**  
ADCE President

09:45 - 10:30 **Out of the Box thinkers**  
Creativity: Amir Kassaei + Rosie Arnold + Farid Mokart

10:30 - 11:00 Creativity & Technology: Facebook, Pepa Rojo

11:00 - 11:30 Street Art: Pantónio

11:30 - 12:00 Break

12:00 - 12:30 Design: Javier Jaén

12:30 - 13:00 Creativity isn't a discipline: Nils Leonard

13:00 - 13:45 Humor in Advertising: Sergio Spaccavento

14:00 - 15:30 Break

15:00 - 15:30 Effectiveness of creativity: Donald Gunn

15:30 - 16:15 The 11 days art experiment: Florian Mehnert

16:15 - 17:30 **D&AD - I wish I'd done that**  
Craig Oldham / Greg Quinton

**Saturday 17 October** / Entry with 2 day pass ticket

---

10:00 - 14:00 **High Potentials Session + Speed dating meetings**

14:00 - 15:30 Break

17:30 - 18:30 **Intercontinental Advertising CUP** – Winners 2015 projection

18:30 - 21:00 **Announcing ADCE winners 2015 - Awards Gala**

21:00 - 00:00 **Festival Dinner & Closing Party**