

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 | OPENING SPEECH 10:00 | JURY INSIGHTS: IMPACT 10:00 SPONSORED BY HP INDUSTRIAL IMAGES | | |
| | MAKING THE OUTRAGEOUS POSSIBLE: HOW IMPOSSIBLE AND JKR ARE ENGAGING MEAT LOVERS IN THE PLANT-BASED MOVEMENT 10:10 LISA SMITH – JONES KNOWLES RITCHIE | SUJATA BURMAN (HOST) – LONDON DESIGN FESTIVAL / LONDON DESIGN BIENNALE TEA UGLOW – DARK SWAN INSTITUTE CHLOE DAVIES – IT TAKES A VILLAGE COLLECTIVE ALI REZ – IMPACT 8800 PRIYA PRAKASH – DESIGN FOR SOCIAL CHANGE PACO CONDE – ACTIVISTA | BRANDING BEYOND THE BENTO BOX 10:30 CHRIS MOODY – LANDOR | |
| | IMAGINATIONS OF AI 10:50 | BIG DATA ENERGY 10:55 TARA MCKENTY – BMF | | |
| 11 AM | MATT ALAGIAH – IT'S NICE THAT GABBY PEARL – GOOGLE DEEPMIND MICHELLE HIGA FOX – BUCK AMELIE DINH – BAKKEN & BAECK ALEXA SIRBU – XK STUDIO | | | |
| | | THE SOUNDTRACK OF CULTURE 11:25 DAN LIEBERMAN | | |
| | JURY INSIGHTS: TRANSFORMING BRANDS 11:40 SPONSORED BY FRONTIFY | | | |
| 12 PM | JAMIE MADGE (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 | UNITING NATURAL AND ARTIFICIAL INTELLIGENCE IN ADVERTISING: HOW TO WIN IN CONDITIONS OF UNCERTAINTY 12:00 PRIYA PRAKASH – DESIGN FOR SOCIAL CHANGE | | |
| | HOW DESIGN SHOULD INCLUDE EVERYONE 12:30 SINÉAD BURKE – TILTING THE LENS | THE OPPORTUNITY CRISIS: THE JUNIOR CREATIVE'S NARRATIVE 12:35 LÁNRE ADELEYE – HSBC THE JUNIOR | CREATIVITY AND ACCESS: THE IMPORTANCE OF INCLUSIVE DESIGN 12:30 ISABELLA GIORGIO – SIGHTSAVERS MAIR ABRAM – SIGHTSAVERS MATT ROBERTS – SIGHTSAVERS DEVADARSINI ARULSRINIVASH – GRAPHIC DESIGNER | |
| | | HUMANISING BRANDS WITH CREATIVITY 1:00 YASU HARU SASAKI – DENTSU GROUP INC. | | |
| 1 PM | | | | SCREENING: SHORTLISTED 2024 AWARD-WINNING WORK. SCHEDULE TBA. |
| 2 PM | IN CONVERSATION WITH PETER SAVILLE: CRAFT, CULTURE AND CREATING ICONS 2:00 PETER SAVILLE – PETER SAVILLE STUDIO LAURA HAVLIN (INTERVIEWER) – D&AD | | | PLUS VISIT THE MAGCULTURE SHOP, TAKE A TIME-OUT WITH SLOVR, AND EXPERIENCE EXCITING ACTIVATIONS WITH ADOBE AND DENTSU, WITH MORE TO BE ANNOUNCED |
| | PHOTOGRAPHY NOW 2:40 ALESSIA GLAVIANO – CONDÉ NAST ASHLEIGH KANE (HOST) CAMPBELL ADDY – CAMPBELL ADDY STUDIOS DELALI AYIVI – DELALI AYIVI BRYAN HUYNH – BRYAN HUYNH | JURY INSIGHTS: ENTERTAINMENT 2:30 SPONSORED BY TIKTOK ADAM WOODWARD (HOST) – LITTLE WHITE LIES DORA OSINDE – OGILVY HUBERT TRINKUNAS – WISHU MEDIA LAUREL STARK AKMAN – CONSULTANT RUPERT REYNOLDS-MACLEAN – BISCUIT FILMWORKS JOEY DAVID TIEMPO – OCTOPUS&WHALE | UNLOCKING CREATIVE SYNERGY WITH AI 2:30 DR SHAMA RAHMAN – NEUROCREATE | |
| | | TAKE A WINNING CHANCE ON LGBTQIA+ INCLUSIVE MARKETING 3:25 RODNEY COLLINS – OUTVERTISING / MCCANN WORLDGROUP KENDRA ROGERS – OUTVERTISING | | |
| 3 PM | A PROMETHEUS FORGERY: THE CRAFT OF PUPPET MAKING 3:40 ANDY GENT – ARCH MODEL STUDIO | | | |
| | GRWM TO CHANGE ADVERTISING FOREVER 4:20 KARL HADDAD – TIKTOK | GANNI: RESPONSIBILITY GAMEPLAN AND FABRICS OF THE FUTURE 4:15 PRIYA MATADEEN – GANNI | | |
| | CHANGING LANDSCAPES: TECH & CREATIVITY 4:50 RAZIK DARJI – WPP ALI MOHAMOUD – HOPE & GLORY NENE PARSOTAM – VINE CREATIVES DANIEL HULME – WPP / SATALIA ANISSA PAYNE – NM PRODUCTIONS KLADI VERGINE – ADOBE | MASTERING THE MIXTURE: TRANSFORMING CONCERN INTO EXCITEMENT WITH AI 4:45 JOUKE VUURMANS – MEDIA.MONKS | FINDING YOUR TRUE AUTHENTIC SELF 4:30 REEHA ALDER –MIGHTY YOU | |
| 4 PM | | | | |
| | TEN THINGS THAT MADE ME FEEL I HAD TO TO BETTER 5:30 WALTER CAMPBELL | ME AND YOU AND EVERYONE WE KNOW... 5:25 MALIKA FAVRE – MALIKA FAVRE | | |
| | | | | |
| 5 PM | | | | |
| 6 PM TO 8 PM | FESTIVAL NETWORKING & HAPPY HOUR | | | |

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Wednesday 22 May

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|-------|---|---|--|---|
| 9 AM | | | | |
| | OPENING SPEECH 9:50 | | | |
| 10 AM | AWAITING 10:00 CHAKA SOBHANI – DDB WORLDWIDE | | DESIGNING OUR WAY TO A SUSTAINABLE FUTURE 10:00 JO BARNARD – MORRAMA | |
| | BEYOND BOUNDARIES AND BINARIES: WORLD BUILDING IN THE METAVERSE 10:30 AMY DICK (HOST) – GLOBAL BRAND & IMPACT LEADER LEANNE ELLIOT-YOUNG – INSTITUTE OF DIGITAL FASHION SUHAIR KHAN – OPEN-ENDED KADINE JAMES – ARTIFICIAL ROME | UNLOCKING AI: HUMAN CREATIVITY AMPLIFIED 10:15 TIM RODGERS – REHAB CALLUM GILL – REHAB | | |
| 11 AM | | JURY INSIGHTS: LUXURY 10:50 MODERATOR TO BE ANNOUNCED RAVI AMARATUNGA HITCHCOCK – SOURSOP BOYOUNG LEE – SHINSEGAE INTERNATIONAL ROSHNEE DESAI – LOCAL + ADDITIONAL PANELISTS TO BE ANNOUNCED | | |
| | WORLD BUILDING: HOW TO MAKE THE FUTURE IRRESISTIBLE 11:30 LUCY CLELAND (HOST) – COUNTRY AND TOWN HOUSE MICHAEL GRIEVE – GUCCI BRIAN COLLINS – COLLINS LELAND MASCHMEYER – COLLINS CHRIS GRAVES – TEAM ONE | DESIGN FOR CHANGE: HOW CREATIVITY FUELS SOCIAL INNOVATION 11:45 VERÓNICA FUERTE – HEY | | |
| 12 PM | JURY INSIGHTS: GRAPHIC & TYPE DESIGN 12:10 AMAH-ROSE ABRAMS (HOST) – ARTS & 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 | HOW I BECAME THE PRESIDENT OF D&AD 12:20 CHARLES PARKINSON & ASHLEY SAMUELS-MCKENZIE – HOW I BECAME / A UNIFY PODCAST JACK RENWICK – JACK RENWICK STUDIO | YOU BE THE JUDGE! 12:00 ARIF HAQ – TWENTYFIRSTCENTURYBRAND | |
| 1 PM | LATER MEANS NEVER 1:10 NILS LEONARD – UNCOMMON CREATIVE STUDIO | | | SCREENING: SHORTLISTED 2024 AWARD-WINNING WORK. SCHEDULE TBA. |
| | | CREATIVITY & THE CORPORATE BEAST 1:30 ANDREW SANDOZ – DELOITTE DIGITAL | | |
| 2 PM | UNLOCK THE BRAND POWER OF FANDOMS 1:45 ROGER DUDLER – FRONTIFY TOSH HALL – JONES KNOWLES RITCHIE JORDAN GIESSLER – KANSAS CITY CHIEFS ADDITIONAL SPEAKER TBA | JURY INSIGHTS: CRAFTING EXCELLENCE 2:10 AMY FREARSON (HOST) – DEZEEN JULIANE ELLRICH – ZAUBERBERG PRODUCTIONS CAROL DUNN – HUMAN LIZ UNNA – KODE MEDIA BART YATES – BLINKINK KOUSHIK SARKAR – KITCHEN.VIDEO | | |
| | TED LASSO X FIFA23: HOW THE **** DID THAT HAPPEN? 2:30 MALCOLM POYNTON – CHEIL BEN PROUT – EA SPORTS KEVIN STRUNK – EA SPORTS | | THE POWER OF CO-CREATION: HOW TO CREATE MEANINGFUL IMPACT 2:30 MR GOODVERTISING, THOMAS KOLSTER – GOODVERTISING AGENCY ABEL SANCHEZ-HERMOSILLA – HP INDUSTRIAL GRAPHICS GUY BIBI – HP INDUSTRIAL GRAPHICS | |
| 3 PM | | | | |
| 4 PM | | | | |
| 6 PM | D&AD CEREMONY 2024 | | | |



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