



**Where is Europe's  
creative future?  
Where is the talent?  
Here.**

**Disseny Hub Barcelona, 18-19 May 2023**



# ADCE High Potentials

The unique  
European Young  
Talent event





# High Potentials

Europe has a gigantic potential of **young creative minds**.

Europe has fantastic **educational institutions** that forge young talent.

Europe's **creative industry** urgently needs fresh input.

The **ADCE**, together with the **D&AD** and the EU **Erasmus+** program, gives these young talents a **stage**.

**A unique opportunity to identify and secure the creative minds that will shape the future of the creative industry.**

Creativity knows no limits.

Europe has no borders. **Vive l'Europe !**



# High Potentials

High Potentials is an exciting event of talent scouting designed by ADCE.

We will gather the best young creatives in Europe and offer them the opportunity to present their best work on stage, in no more than 5 minutes, in front of agencies and studios looking for new talents.

Agencies will also go on stage to share their key points, current needs and recruiting methods.

The 2-day event will include inspiring workshops and will end on a speed dating session.

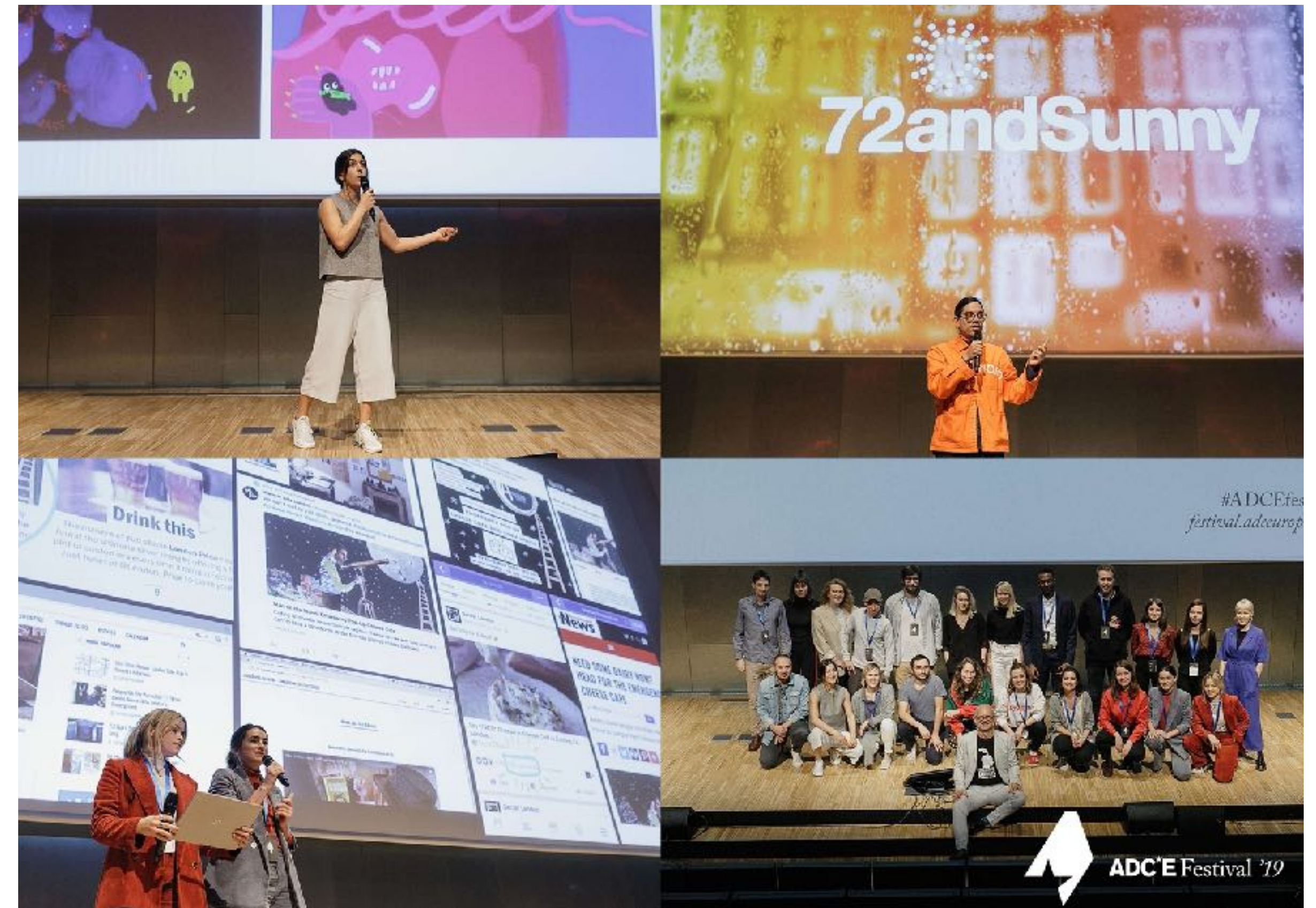
A springboard for talent. A vein of gold for scouts.





# On stage. Not online.

The digital possibilities are great. However, **personality, charisma and character** are filtered out. That's why we bring the young talents live on stage and meet them at the **speed-dating table**.





# Fifty. Five-O. 50 young talents

A fantastic range of young creative minds selected by the best design and communication schools and universities from all across Europe.

50 freshly trained, unspoilt graphic artists, designers, copywriters, illustrators, digital artists will show where the journey is going. A creative firework not to be missed.

The selected young talents' travel expenses (transport up to 250€ and 2 nights in Barcelona) will be covered.





# High Potentials

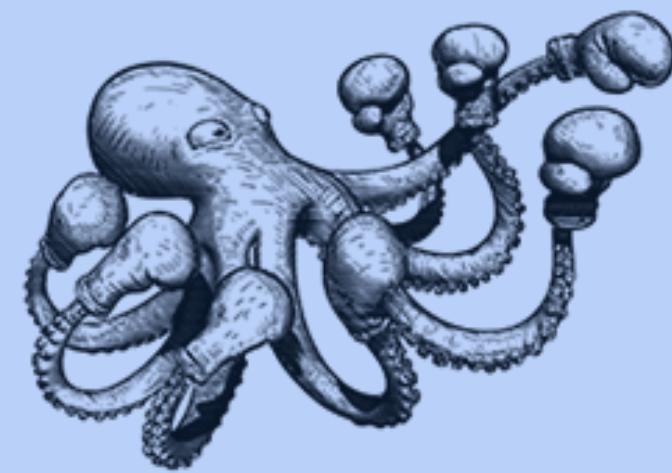
## Previous industry-participants

In the last HIGH POTENTIALS events, some smart colleagues already took the opportunity to

- a) tell the young talents about their company and their hiring process and requirements, and
- b) to offer young talents tangible exciting jobs.

Ogilvy

DDB<sup>°</sup>



M U L L E N L O W E

72<sup>°</sup>  
and  
Sunny

GRABARZ & PARTNER



# High Potentials

## When & Where

### Dates:

Thursday 18th & Friday 19th May 2023

### Location:

Disseny Hub Barcelona (Center for Design and Creativity), ADCE HQ.





# High Potentials

## Programme

### Day 1

#### Morning

- Young Talents + Agencies' presentations

#### Afternoon

- Workshops, Networking

### Day 2

#### Morning

- Young Talents + Agencies' presentations

#### Afternoon

- Speed-dating by disciplines: Copy-corner / Design-corner / Art-corner / Digital-corner





# High Potentials

## What's in for agencies & studios

- Get access to high talented young creatives from all across Europe.
- Hire the best creatives that have already been selected by ADCE.
- Get exposure to motivate and attract new generations.
- Position the agency as a **cutting-edge company** that supports new talent.





# High potentials

## What's in for Universities

- Show your power by proposing the best candidates.
- Get exposure among the European creative community.
- Open borders, connect with new Schools and Universities and explore new collaborations.
- Help your students to **get exciting jobs** to launch their professional career.





# Supported by

## LÜRZER'S ARCHIVE

- Lürzer's Archive will give next High Potentials event **full coverage** throughout its platforms and community.
- Interviews with **Agency Heads**.
- Interviews with **High Potentials**.





# Including

## BRIDGING THE CREATIVITY GAP

Erasmus+ project

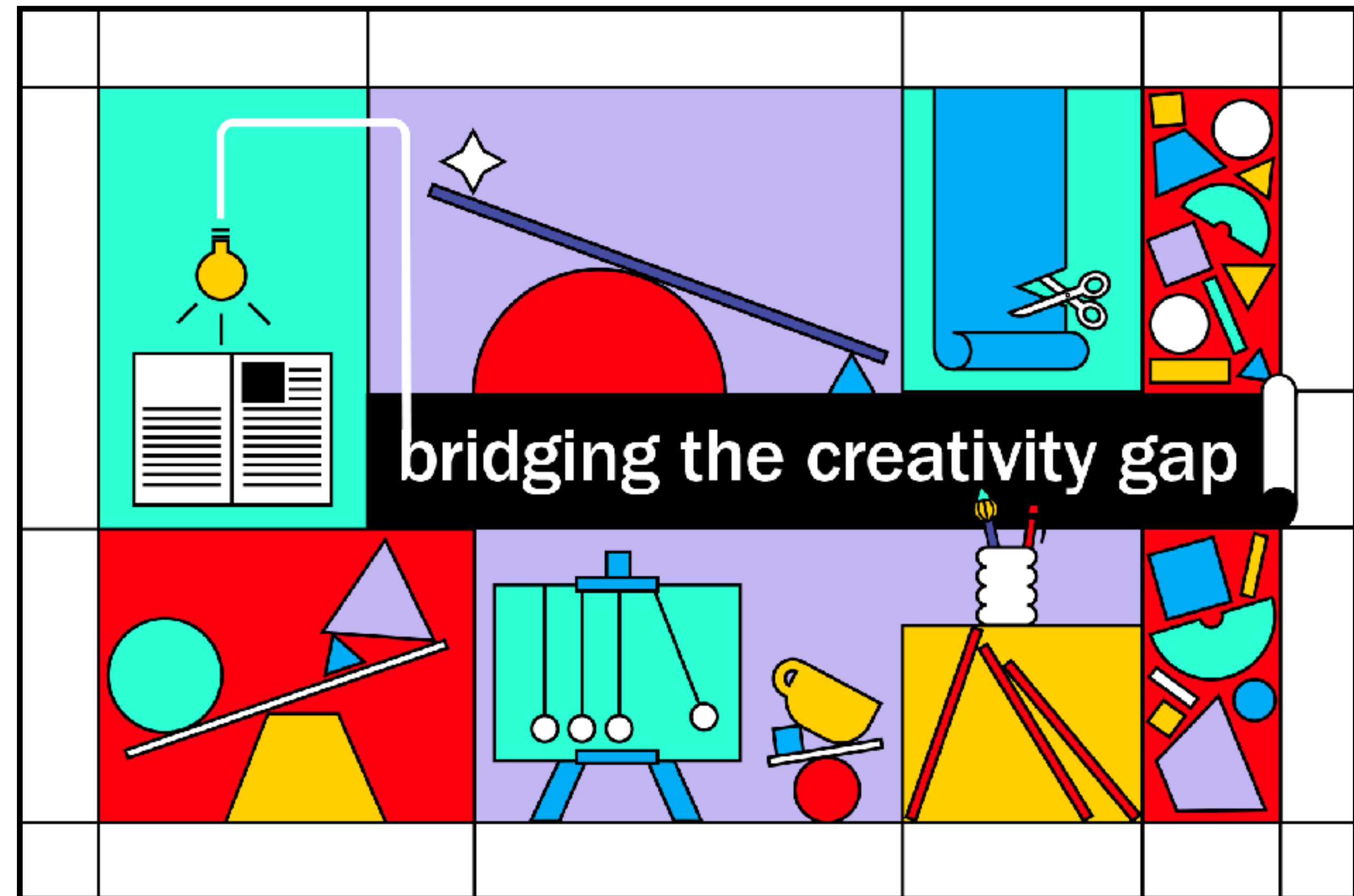
ADCE partnered with D&AD and other 3 top leading organisations and, as an Erasmus+ project, they developed an open and virtual learning programme to up-skilling young talents on these 3 key areas:

- Strategic thinking
- Industry process
- Entrepreneurial mindset

The programme will be presented at the High Potentials event and a workshop will be offered to the participants.



Erasmus+







# High potentials

## As a School or University

### PARTICIPATION

- Every School / University can propose 2 students
- Application will contain:
  - CV, portfolio and work to present at the event
  - Short motivation video: job/kind of company preferences / personal and professional skills / etc.
- ADCE will select the final participants based on the following criteria: work quality, creative profile, gender equality, European diversity.

### Visibility in Media:

ADCE and 22 European Clubs' Social Media channels  
Specialized media through Press Releases

### REGISTRATION

Deadline: 14 April

[Registration link](#)



# Thanks!

With the support of



Erasmus+

