



High Potentials 2021

Call for Young Creatives

Overview

The Art Directors Club of Europe (ADCE) strives to promote excellence in European creativity and wants to be the gateway for young talents to boost their professional careers. **The High Potentials event showcases a selection of the most talented European young creatives and invites agencies and design studios looking for fresh and diverse new talents.**

The High Potentials 7th edition expands all connections digitally and gives the opportunity to young European creative minds to present their best work up to date to a selection of top senior creatives and HR managers from all around Europe.

Are you a young creative looking for new working opportunities? This is for you! The High Potentials event caters for all advertising creatives and designers with a maximum of 2 years working experience in agencies, design studios or other visual communication companies. The call is open for young creatives up to 28 years old.

All selected participants will present their best work up to date in a 5 minutes (max) live presentation through Zoom on the day of the event. The presentation will be then up and public on ADCE's YouTube channel. In addition, each participant will have the opportunity to engage in a series of 1:1, 15 minutes conversations with senior Creative Directors and Designers from the best European agencies and studios.

The interviews will be organized in breakout rooms via Zoom. We will provide links closer to the event.

Webinar

In addition, we also offer a **free webinar to all young creatives on Wednesday, June 9th**. Patrizia Boglione (Brand Strategist), Luca De Biase (Journalist and Author) and Jürgen Salenbacher (Business and Brand Coach) will give an online workshop prior to the event and provide useful tips to all attendees to create an appealing portfolio, present oneself to a senior creative through a well thought narrative and, also, learn how to deal with cultural diversities and multicultural beliefs with the help of creativity.

Eligibility

Young talents participating in the High Potentials must be **up to 28 years old and have a maximum of 2 years working experience** in agencies, design studios or other visual communication companies.

What do we need from you?

1. Prepare your CV and portfolio, highlighting your best personal or commercial work in a short 30 seconds video and apply [via typeform](#).
2. Once you have been selected, prepare a 5 minutes (max) keynote presentation with your best work. You will present it at the virtual Zoom stage on the day of the event.
3. Connect to the High Potentials event (on Friday 18th June) via Zoom and be part of the next generation of creative superstars!

Profiles selection	<p>All portfolios and works will be reviewed by the High Potentials' Director, Hans-Peter Albrecht. Work entered must be solely your own work.</p> <p>The High Potentials final selection will be announced on ADCE's YouTube channel in a live première, and also contacted by email, on the 4th of June. Respondents must accept their place on the programme by 7th of June midday or their place will be offered to another candidate.</p>
Event Structure	<p>The High Potentials event will happen from 4pm to 6.30pm on Friday, the 18th of June.</p> <p>The first half of the event will consist of the live streaming presentations of all selected young creatives' (the High Potentials) in three different stages: Art & Design, Copy & Concept and Digital & Moving pictures. After that, each High Potential will be assigned different senior creatives to have 15 minutes 1:1 sessions via Zoom.</p>
Webinar Information	<p>All applicants (selected, and not selected), will be invited to attend a special online webinar on Wednesday, 9th of June. The 1-hour event will have three mentors:</p> <ol style="list-style-type: none"> 1. Jürgen Salenbacher, Business and Brand Coach, will give a shortcut of insights into human behaviour and its practical applications with a talk titled "Self-Leadership, Self-Management, Self-Care". 2. Patrizia Boglione, Creative Director, Brand Strategist and Trend Researcher, will be talking about trends, cultures and imagination. Answering questions like "how will you fit tomorrow's creative demand?" or "how creativity can deal with cultural diversities and multicultural beliefs?" 3. Luca De Biase, Journalist and Author, will talk about the importance of a narrative and self introduction. What kind of narrative will you choose to introduce yourself? Will you prefer a traditional professional autobiography? Or will you like to invent a format?
Schedule	<p>11/05: Open Call. 27/05: Deadline for submissions. 04/06: Final Selection announcement via YouTube. 09/06: Online Webinar via Zoom. 13/06: Deadline for sending keynote presentations. 18/06: High Potentials Day (works' presentation and 1:1 sessions).</p>