

ADC[★]E Education



High Potentials 2021

Call for Senior 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 senior creatives and HR managers to meet the next generation of European creative superstars.

Are you looking for an injection of young creative talent? This is for you! The High Potentials event caters for all senior advertising creatives, designers and HR managers, members of the Art Directors Club of Europe, who are looking for a showcase of young European creative talents.

The event consists of a series of 1:1, 15 minutes conversations, between a senior creative and a number of our High Potentials. At the beginning of the event, all the selected participants' will do a live streaming with their best personal or commercial work, so you can familiarize with their skills before the speed-dating session.

The aim of these 1:1 conversations is to allow senior creatives to provide valuable and considered feedback, answer questions the young talents might have, and offer career advice. Many of our High Potentials are also actively looking for work in the industry, so this should also be considered an opportunity for them to practice presenting their work to a potential employer.

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

Application Process

Send the application form and a short presentation of the agency to barbara@adceurope.org & info@adceurope.org on or before Friday, June 4th.

The short presentation should include some work references and creative lines in order to establish the match with young creatives looking for specific creative areas.

Eligibility

Agencies participating in High Potentials 2021 must present a senior profile as creative director, art director, graphic designer or human resources manager. Also, **the candidate or the agency must be a member of any of the ADCE 23 Creative Clubs.**

Event Structure

The High Potentials event will happen from 4pm to 6.30pm on the 18th of June.

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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.

Schedule

04/06: Deadline for agencies' submissions.

18/06: High Potentials Day (videos' première and 1:1 sessions).