

ADC*E High Potentials '25



Call for Young Creatives

SHINE BRIGHT. REACH HIGH.

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.

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.

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

In this year's edition, the ADCE will gather the **best 30 young creatives in Europe** and offer them the opportunity to present their finest 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 the **presentations**, a **speed dating session**, and will end with a **networking activity**. A springboard for talent. The ultimate firework of creative European talent.

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 students recently graduated with a degree and eager to launch their professional career. The call is open for young creatives up to 25 years old.

All selected participants will present on stage their best work up to date in a 5 minutes (maximum).

In addition, each participant will have the opportunity to engage in a series of speed-dating sessions (job interview-like) with senior Creative Directors and Designers from the best European agencies and studios that are interested in the creative's profile.

Eligibility

Young talents participating in the High Potentials must be up to 25 years old and must be seeking for new job opportunities.

What do we need from you?

1. Prepare your CV and portfolio, highlighting your best personal or school work 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 on a stage on the day of the event.
3. Travel to Barcelona for the High Potentials event and be part of the next generation of creative fireworks!

Overview

All portfolios and works will be reviewed by the High Potentials' Director, Hans-Peter Albrecht. Work entered must be solely your own work.

When & Where

Dates: Thursday 3rd & Friday 4th April 2025

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

Event Structure**Two days event with:**

- Presentations on Stage
 - Agencies pitch
 - Speed dating session
 - Networking Activity
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Important Dates

06/02: Open Call.

20/02: Deadline for submissions of portfolios.

12/03: Final selection confirmation.

20/03: Deadline for sending keynote presentations.

Important Information

- Chosen candidates will receive a maximum of 200€ for a flight ticket (if the fare is lower, ADCE will only pay the airplane ticket price).
- ADCE will provide hotel accommodation for 2 nights in a shared room.