

ADC[★]E Education

High Potentials 2026

Call for Students

February 2026

adceurope.org

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.

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 front of agencies and studios looking for new talents. Agencies will also hop on stage to share their key points, current needs and recruiting methods.

The 2-day event includes presentations on stage and a speed dating session with the participant agencies.

A springboard for talent.

Are you a student or recent graduate looking for new career opportunities?

This is your moment! The High Potentials event is dedicated to advertising creatives and design students who have recently graduated and are ready to take their first step into the professional world. The call is open to young creatives up to 25 years old (born in 2002 or later) who are eager to showcase their talent and launch their careers.

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 Creative Directors and Designers from the best European agencies and studios that are interested in the creative's profile.

Eligibility

Students or recent graduates participating in the High Potentials program must be 25 years old or younger and actively seeking 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 [Google Form](#).
2. Once you have been selected, prepare a 5 minutes (max) 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 talents!

Selection process

All portfolios and works will be reviewed by the High Potentials' Director, Hans-Peter Albrecht.
All entries must consist solely of original work created by the applicant.

When and Where

Dates: Wednesday 6th & Thursday 7th May 2026
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

Important Dates

24/02: Open Call.
22/03: Deadline for submissions of portfolios.
07/04: Final selection confirmation.
30/04: Deadline for sending keynote presentations.
6-7/05: Event in Barcelona

About your stay in Barcelona

ADCE will provide hotel accommodation for 2 nights in a shared room.