

**ADC\*E** High Potentials '25



# Call for Agencies & Studios

**WATCH. BOOK. HIRE**

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## 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**. The ultimate firework of European creative talent.

**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, who are looking for a showcase of the best young European creative talents.

This programme will provide your agency of:

- Get access to highly 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 talents.

After the presentations, the agencies will have a series of 1:1, speed dating sessions of 15 minutes with their selected High Potentials. The aim of these 1:1 conversations is to allow the agencies to interview and get to know more in depth their selected creatives and their works - Like a job interview.

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## Participation

Agencies Fee to participate: **1.000€**

### **Includes**

5 minutes presentation on stage.  
One speed dating table.  
Access to young talent's contacts.

### **Visibility in Media**

ADCE and 23 European Clubs' Social Media channels + The One Club for Creativity's channels (thanks to ADCE's merger).

Specialized media through Press Releases.

The High Potentials event caters for all advertising creatives and designers students running their last year of degree. The call is open for young creatives up to 25 years old.

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### **Application Process**

Send an email to [barbara@adceurope.org](mailto:barbara@adceurope.org) before March 19th introducing your agency and expressing your interest in participating.

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### **When & Where**

**Dates:** Thursday 3rd & Friday 4th April 2025.

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

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### **Event Structure**

**Two days event with:**

- Young Talents presentation on stage
- Agencies Presentations
- Speed Dating Session
- Networking Activities

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### **Important Dates**

**06/02:** Open Call.

**19/03:** Deadline for applications (questions and registration: [barbara@adceurope.org](mailto:barbara@adceurope.org))

**26/03:** Deadline for sending keynote presentations (to present the day of the event).

**03-04/04:** High Potentials Event

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### **Important Information**

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