

MANIFESTO

MANIFESTO

MANIFESTO

MANIFESTO

MANIFESTO

MANIFESTO

MANIFESTO

MANIFESTO

MANIFESTO

The pandemic asked serious questions of the Irish creative industry, testing its resilience and forcing it to re-evaluate its priorities. Today our industry faces fresh threats: the algorithmic commodification of creative, competition for talent, an unstable global economy... Now more than ever we need to assert the power of Ireland's creativity.

ICAD Manifesto will bring together the best creative minds currently working in advertising, design and production in Ireland, along with an international panel of inspirational speakers. Presented as part of the 2022 ICAD Awards Festival, it will debate the challenges that face Ireland's creative industry under three key themes: Independence, Equality and Creativity.

Our ambition is to shape a new vision for Irish creatives by asserting the power of independent Irish creativity to enable brands to thrive in national and international markets. Ireland has never had a more diverse pool of creative talent to draw from. And we are determined to better harness its dynamic creativity, and create the inclusive multicultural workplaces where creativity can flourish.

Despite the ever-shifting digital landscape and challenging economic environment, we believe that Irish creativity in advertising and design has never been more confident of its future.

1

Speakers**Day 1**

Rondell Wescott

Creative Production Lead
at Google New York

Sandra Bold

Global Creative Director
at Publicis Italy

Sarah Boris

Artist and designer based
in London

Cian Tormey

DC Comics Exclusive Artist

8 & 9 June

The Complex, Smithfield



Cian Tormey

DC Comics Exclusive Artist



Panels**Day 1**

Independence

The Importance and
Virtues of Independence

Creativity

The Benefit of Community

Special Events**Day 1**

Workshop

Comedy writing with Chris
Cottam and Paul Reiser

ICAD

Upstarts Exhibition

Book Launch

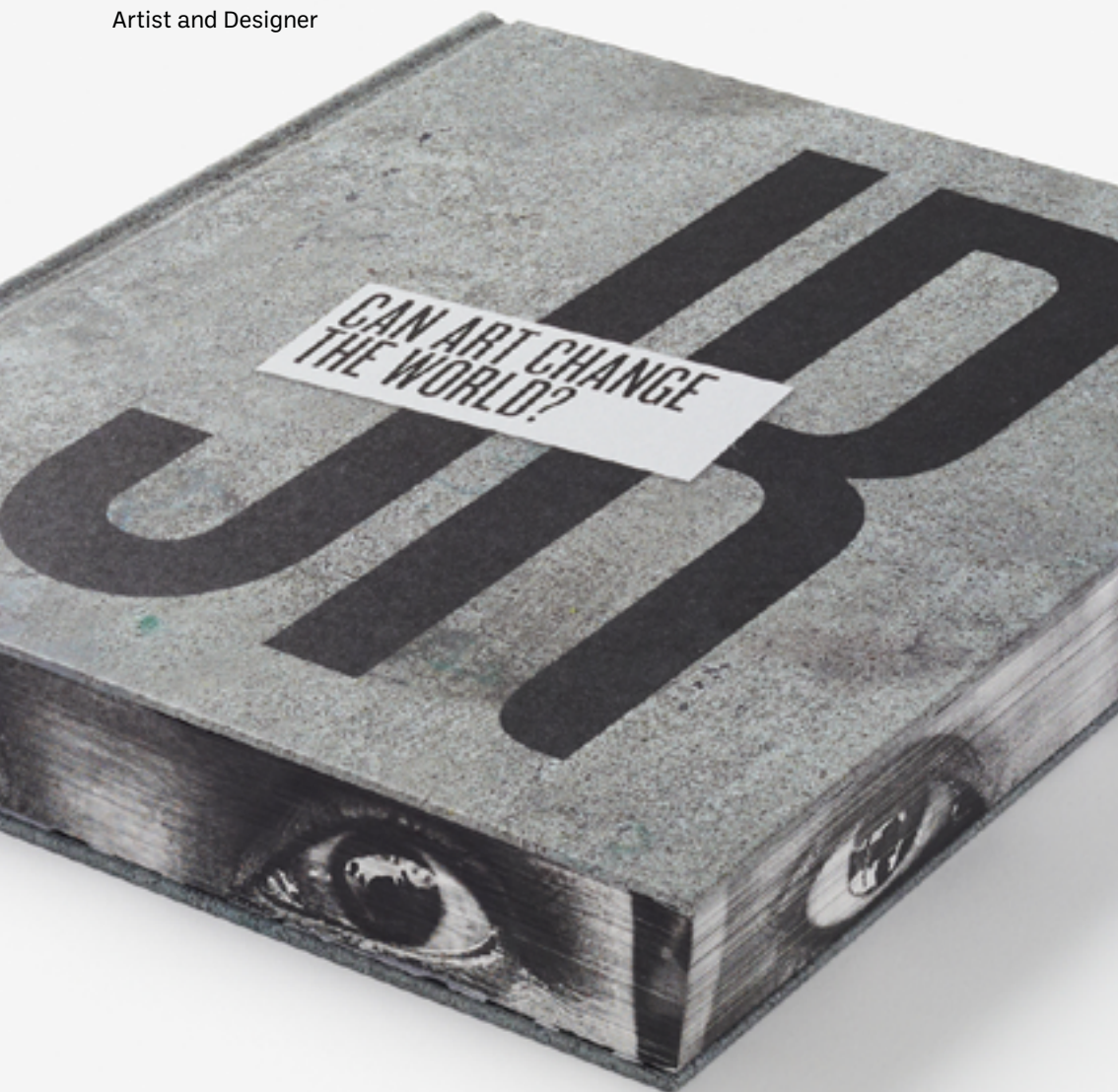
Drinks reception launching
the 6 year awards book

8 & 9 June

The Complex, Smithfield

Sarah Boris

Artist and Designer



2

Speakers**Day 2**

Philip King

Musician, Film-maker,
Broadcaster and Founder
of Other Voices

Vladyslava Denys

Creative Director and
President of the Art
Directors Club of Ukraine

Bridget Johnson

Executive Creative Director
at Boys+Girls

Johnny Kelly

Director and Animator

8 & 9 June**The Complex, Smithfield**

Johnny Kelly

Director and Animator



Panels**Day 2**

Equality

Knowing is Not the Same
as Knowing What To Do

Creativity

Our Business is Creativity

Special Events**Day 2**

100 Archive

2022 Archive Selection

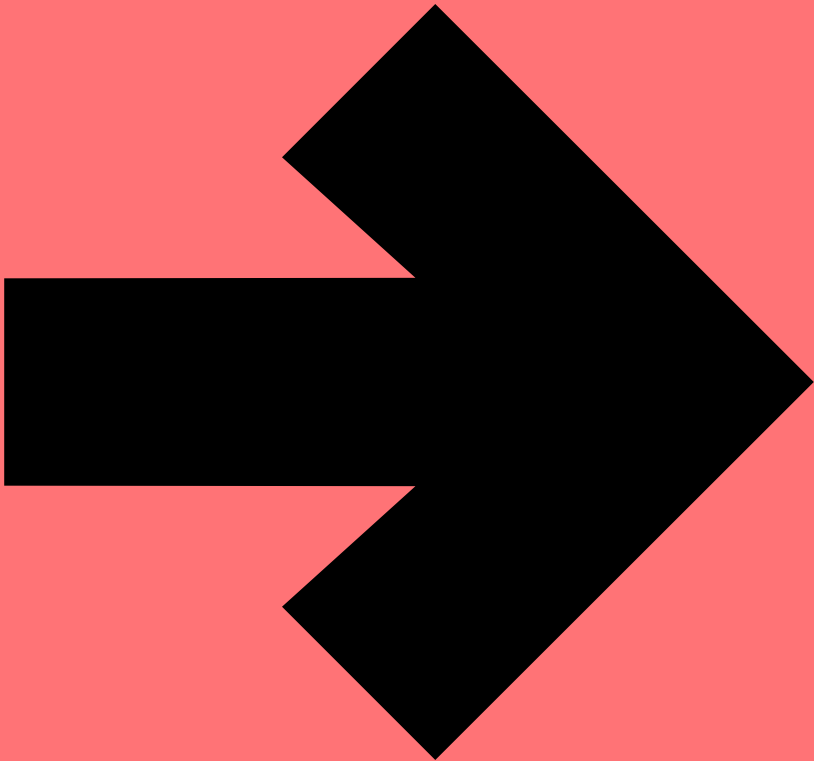
ICAD Awards

Manifesto closes with
the legendary ICAD Awards
night, including dinner,
drinks and live music

8 & 9 June**The Complex, Smithfield**



Sandra Bold
Global Creative Director,
Publicis Italy



Event Partners

Breakfast Daily breakfast by the
Bretzel Bakery

Coffee 3FE

Lunch Gourmet sandwiches from
Oxmantown Cafe

Awards Dinner Dinner prepared by
renowned chef de party
Conor Higgins

Awards MC MayKay Geraghty

8 & 9 June

The Complex, Smithfield



Bridget Johnson
Executive Creative Director
at Boys + Girls

Ticket**Price**

1 Day — June 8

Includes awards
book launch

Member

€150

Non Member

€175

1 Day — June 9

Includes awards
night ticket

Member

€200

Non Member

€250

2 Day — June 8 & 9

Includes awards
book launch and
awards night ticket

Member

€300

Non Member

€375

8 & 9 June

The Complex, Smithfield



Vladyslava Denys

Creative Director and President of
the Art Directors Club of Ukraine

Special Offers

Purchase 10x 2 Day tickets, get 5x extra awards night passes free

Purchase 5x 2 Day tickets, get 2x extra awards night passes free

8 & 9 June

The Complex, Smithfield

A photograph of a person completely covered by a vibrant red sheet, standing in a dimly lit office. The person is positioned between two windows. The window on the right shows a view of a multi-story building with many windows. In the foreground, a desk with a laptop is partially visible. The overall mood is mysterious and dramatic.

Rondell Wescott

Creative Production Lead

Google New York

Please note, complimentary food and drink are included in ticket prices, and are provided throughout the duration of the festival. This includes dinner and drinks at the ICAD Awards night.

To accomodate busy schedules, two day tickets are transferable between your staff over the course of the event. Purchase tickets at icad.ie/manifesto.

