

JAKARTA

IDEA FEST 20 24

SEPTEMBER

The background image shows a large stage at the Jakarta Convention Center during the AGE OF PRIDEA FEST. The stage is lit with blue and red lights, and a large audience is visible in the foreground. The IDEAFEST logo is overlaid in the top left corner.

IDEA FEST

IDEAFEST 2024 — Proposal

NATION'S BIGGEST CREATIVE FESTIVAL

IDEAFEST is the go-to festival for creativity, uniting diverse minds to flourish. Over 12 years, it's been a hub for local and global experts in creative industry, inspiring collaboration and innovation.

732
sessions

1,755
speakers

145,537
visitors

A photograph of a speaker on stage at IDEAFEST 2022. The speaker is wearing a colorful, patterned jacket and a headpiece. The background features the text 'IDEA 20 FES 22' and 'Reality'.



OUR PREVIOUS HISTORY

To broaden the view on positioning brands and companies at IDEAFEST, let us provide a glimpse of the audiences from previous events.

IDEAFEST 2023 VISITORS based on industry

Early Level (Fresh Graduate & Staff Level)

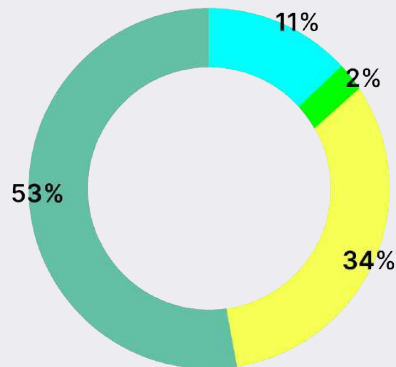
33,8%

Middle Management (Manager, VP, and Senior Level)

41,1%

Gender:
Female 48.7%
Male 51.3%

IDEAFEST 2023 DEMOGRAPHY VISITORS in general



18-29y.o

30-44y.o



Malcolm Gladwell | Zach King | Casey Neistat | Tom Kelley

Takashi Murakami (artist japan) | Jokowi | Tyler brule (monocle) | Stefan Sagmeister (designer) |
Kevin kwan (crazy rich asian - writer) | Tablo (epik high) | Ryan Lee (pingfong) | AND MANY MORE....

Each year, we dive into the most relevant topics. This round, we're delving into Gen Z's world of relevance—discussing their issues from diverse generational perspectives. In 2024, we present you:



The symbolic **i** embodies individuals of diverse generations, with variety of identities, longing for insights, in an effort to empower our shared intelligence.

At IDEAFEST 2024, we celebrate individuals who are innovative and ingenious. Whose impulse is to work tirelessly to illuminate the road less travelled. Whose impact, idealism, and integrity becomes a source of inspiration, infecting many people with ideas and influencing them to always do better. Those who can imagine Indonesia in its future incarnation that is not only iconic but also inclusive as our shared inheritance.



**READY FOR THE
NEXT BIG THING
IN 2024?**

IDEA 20 FEST 24



JCC Jakarta,
27 - 29 September 2024

JAKARTA

30.000++ targeted visitors
in 3 days!

IDEATALKS - IDEAFEST X - MUSIC CAMP -
COMEDY - EXPERIENTIAL EXPO - CREATIVE
SHOWCASE - CREATIVE MARKET - FOOD
MARKET

PROGRAM NAME	IDEATALKS	IDEAFEST X	Music Camp	Comedy
PROGRAM DESCRIPTION	A session discussing about the various trends & issues in Indonesia from classes to big stage.	In a unique collaboration, we team up with another popular IP to deliver an unforgettable experience.	A music workshop for potential musician to have collaboration with recording company & renowned performers.	A comedy session by Local's best comedian.
PROGRAM NAME	Experiential Expo	Creative Market	Food Market	Creative Showcase
PROGRAM DESCRIPTION	An exhibition space showcasing the truth and message behind the brand.	Shop till you drop with carefully curated local enterprises..	It's time to drool over an array of local food lines brought by various vendors.	Experience the renown IP showcase, both locally & internationally



IDEATALKS

27 - 29 Sep
2024

JAKARTA
CONVENTION
CENTER

IDEAFEST's iconic uplifting thought-provoking discussions **from class format to the grand stage**, expanding the influence to a larger audience while ensuring top-notch content across the board.

Wide-range of creative industry related topics, ranging from beginner to advanced level, to give learnings and insights about current trends in the creative industry.

3-DAYS TALKS

120+ SESSIONS

400+ INSPIRING NATIONAL & INTERNATIONAL SPEAKERS



IDEA 20 FEST 24

MIRA MURATI

CTO Open AI



RETNO MARSUDI

Minister of Foreign Affairs



SHIN TAE-YONG

Football Coach



COACH JUSTIN

Sports Commentator

KIMO STAMBOEL

Film Director



ERNEST PRAKASA

Comedian



BENEDICT LIM

Founder Outside



BASUKI HADIMULJONO

Minister of Public Works & Public Housing



GABRIEL WHALEY

MSCHF



DIAN SASTROWARDOYO

Artist



RAYA WANNAPINYO

Co-Founder Gentle Women



ISYANA SARASVATI

Singer



MEGAWATI

Volleyball Player



KEN SUGIMORI

Primary Character Designer and Art Director for Pokémon



TASYA FARASYA

Beauty Content

KEYNOTE & SPEAKERS

Wishlist

*to be confirmed

Taha Bouqdib (CEO of V3 Gourmet & TWG) | Bryan Tilson (President APAC - Wooden + Kennedy) | Ratih Kumala (Gadis Kretek) | Patrick Walujo (GOJEK) | Rina Ciputra Sastrawinata (Ciputra Artpreneur) | Philia Wibowo McKinsey & Company Indonesia) | Angga Dwi Sasongko (Visinema) | Martin Hartono (GDP) | Putri Ariani | Pandawara | Baskara Putra | Dikta Wicaksono and many more!



IDEAFEST X

29 Sep
2024

JAKARTA
CONVENTION
CENTER

The new collaborative format, special program curated by our partners such as TDOL*, Makna Talks*, Endgame*, Polarisasi*, ADGI*, and beyond. From hackathon to creative workshops, from performance to podcast experiences, we offer spaces for participants to explore new ideas and enhance their creative skills.

3-DAYS PROGRAM

20 SESSIONS



*to be confirmed

We're reintroducing the offline experience with fully customizable exhibition spaces, featuring special brand exhibitions and collaborative pieces to enhance attendee immersion. Plus, we'll incorporate an iconic IP into the experience.

3-DAYS EXPERIENTIAL

EXHIBITIONS

FULLY-IMMERSIVE BRAND

EXPERIENCE





CREATIVE MARKET by **semasa**

27 - 29 Sep
2024

JAKARTA
CONVENTION
CENTER

Partnering with another creative industry event focused on market to create a bazaar that supports local small and medium-sized enterprises. With over 100 local brands offering a variety of products, from lifestyle to daily necessities.

3-DAYS MARKET

100+ CURATED TENANTS

WISHLIST TENANT:

KAYN | LIUNIC ON THINGS | NOIR SUR BLANC | ARGYLE & OXFORD | MAKERS BY MAKNA | JEWEL ROCKS | ROBRIES | RAG. | GRAMMARS | HMNS | ALCHEMIST





FOOD MARKET

by **semasa**

27 - 29 Sep
2024

JAKARTA
CONVENTION
CENTER

Curating the most shout out Nation's FnB brands that has shown great potential to become the next big thing. Aside from selling goods in the FnB Bazaar, we will spice things up where each FnB brands should showcase the experience of their brand.

3-DAYS MARKET

30+ CURATED TENANTS



In this area, we offer unique experiences from both famous local and international IPs. We aim to present the immersive experience of the RUMAH HANTU from the movie Agak Laen*, while renowned IPs will be featured in display showcases. From Pokémon* to Nickelodeon*.

3-DAYS EXPERIENTIAL

EXHIBITIONS

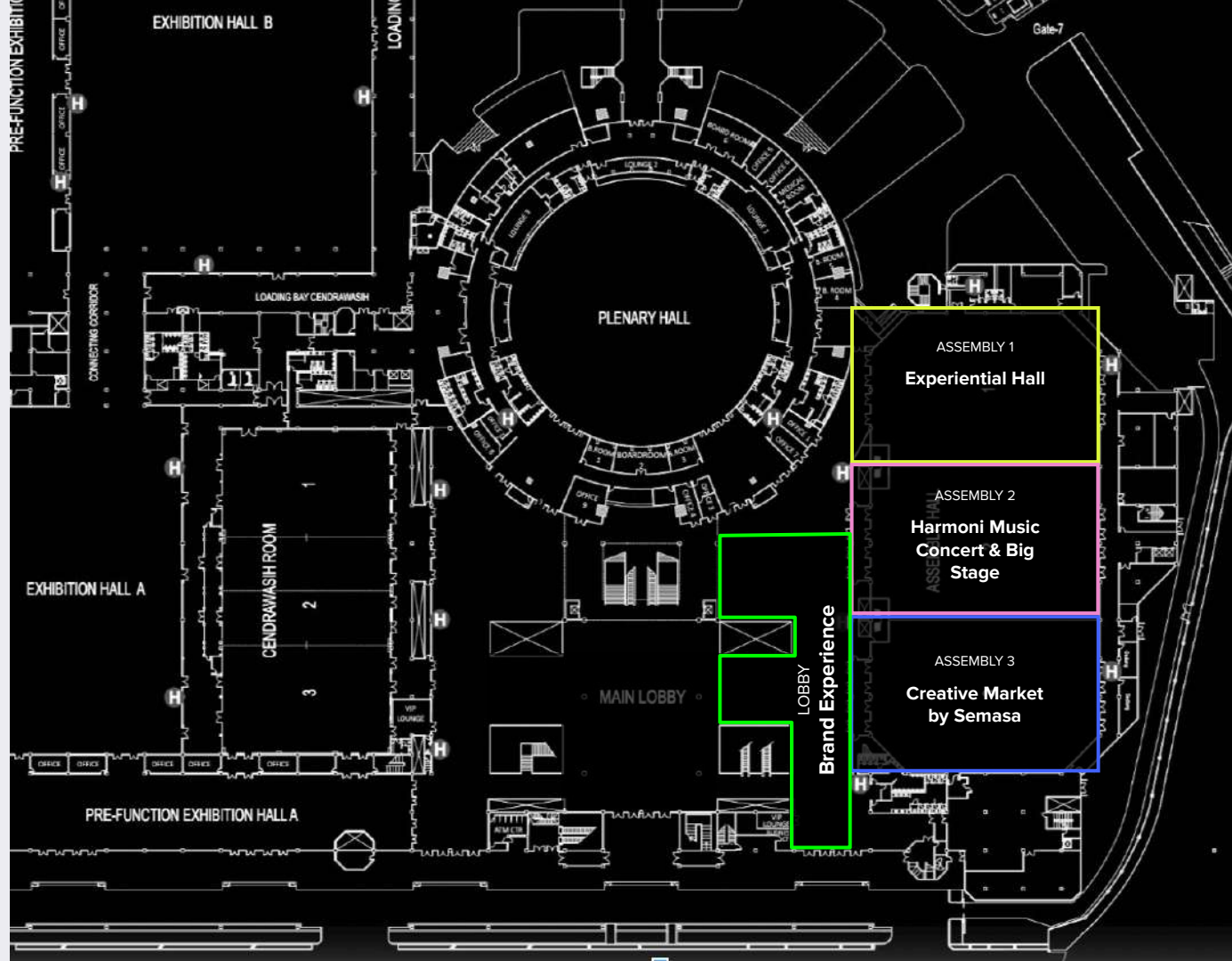
FULLY-IMMERSIVE BRAND
EXPERIENCE



IDEA 20 FEST 24 SITEMAP

Jakarta
Convention
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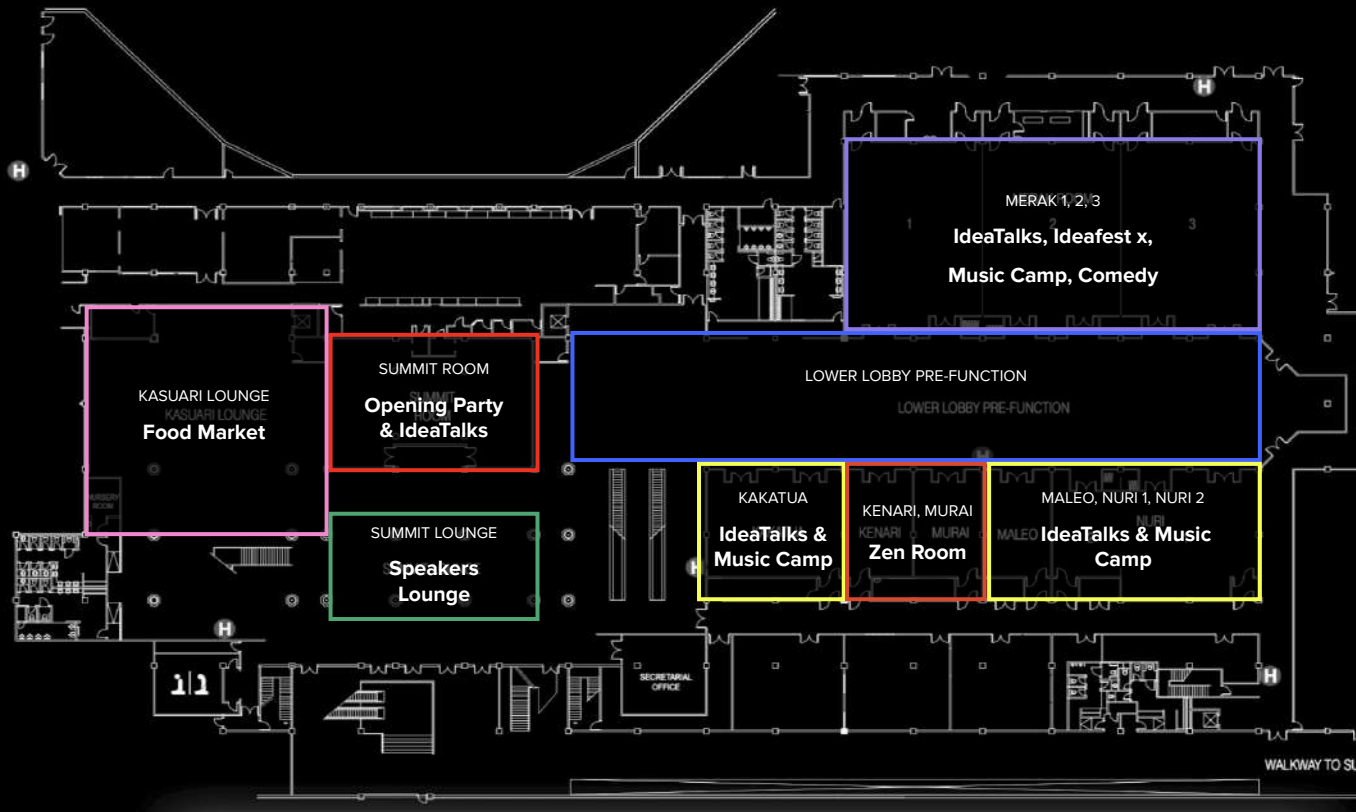
Main Lobby



IDEA 20 FEST 24 SITEMAP

Jakarta
Convention
Center

Lower Lobby



THANK YOU

IDEA 20 FEST 24

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