TOPICS, SPEAKERS AND PANELISTS

PANAF YOUTH CREATIVITY FESTIVAL 2026

10:10AM	**Keynote:**	**Keynote Topic:** **NEXTGEN IMPACT 2026: Where Ideas Become Impact**
10:35AM	**First Speaker**	**Topic:** **The Purpose Premium: Building Brands That Matter**
11:05AM	**Panel Discussion 1**	**Topic:** **The Trust Economy: Community Building & the New Era of Influence**
11:40AM	**Second Speaker**	**Topic:** **The AI Advantage: Augmenting Creativity, Not Replacing It**
1:40PM	**Panel Discussion 2**	**Topic:** **The Ethics of Persuasion: Responsible Advertising in the Digital Age** **Panelists:** **Robbie Aligada, Executive Director, Ad Standards Council** **Miko David, President DMAP and Managing Partner of David & Golvat**
2:20PM	**Third Speaker**	**Topic:** **The Experience Ecosystem: Bridging the Physical and Digital Divide** **Speaker:** **Ada Lazaro, CMO, Mcdonald's Philippines**
2:50PM	**Panel Discussion 3**	**Topic:** **The Business of Creativity: From Ideation to Execution** **Moderator:** **Gigi Tibi, Chief Executive Officer and Founder at RadManila Communications** **Panelists** **Gladys Basinillo, CEO, Intersections Comms. Inc. Group** **Greg Anonas IV, Marketing Director, Emperador Distillers, Inc.**