

Ad Venture 2024/2025 Timeline

Call for entries:

- **September 2024:** Launch of Ad Venture Competition
- **14 October 2024, 14h30-15h30 CEST:** Webinar with the Client to present the Brief
- **21 October 2024:** Team Registration Open
- **15 January 2025 (noon CET):** Deadline for Registrations
- **5 February 2025 (noon CET):** Deadline for Students to submit their campaigns

Judging:

- **28 February-9 March 2025:** Round 1 Judging to determine TOP 10 (online individual judging)
- **12 March 2025:** Top 10 Announcement
- **20 March 2025:** Round 2 Jury to determine TOP 3 (online judging session over one day)
- **25 April 2025:** TOP 3 teams pitching to the client in The Hague, The Netherlands

Cannes Lions:

17-21 June 2025: Winners go to the Cannes Lions Festival.