

The One Club announces global Portfolio Night 2020

The One Club for Creativity has announced 20 May 2020 (with the exception of Cairo Ad School, which is hosting on 6 June) as the date for its next global [Portfolio Night](#), with 22 hosts in 23 cities already signed up, and the non-profit is actively seeking additional agencies, schools and creative organisations in other locations worldwide to participate.



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Hosts for confirmed cities to date are Arnold (Boston), BETC (Paris, Les Magasins généraux, Pantin), Brokaw (Cleveland), Cairo Ad School (Cairo), Círculo de Creativos (Buenos Aires), Clube Criativos de Portugal (Lisbon), DDB Colombia (Bogota), Dieste (Dallas), Dotwell (Shenzhen), Goodby Silverstein & Partners (San Francisco), GTB (Detroit), Happiness Saigon (Ho Chi Minh City), i2mago (Guangzhou), Inbrax (Santiago), Kyoorius (Mumbai), Lanfranco & Cordova (Lima), McGarrah Jessee (Austin), Publicis (Seattle), Serviceplan (Beijing), Tank (Montréal), Team Dubai/B&W (Dubai) and VMLY&R (London and New York).

The programme includes Portfolio Night All-Stars competition, where each city host selects the young creative in their market with the best portfolio. All of these lucky All-Stars from around the world will be flown to New York to work for a week as a team on a creative brief for a major global brand.

Long recognised as the world's largest advertising portfolio review program, Portfolio Night is a fast-paced evening of advice, networking and recruitment that takes place in dozens of cities all across the globe on the same date to help the next generation of creative talent entering the industry.

Since starting in 2003, Portfolio Night has happened in 70 cities across 45 countries, where 9,743 portfolios have been reviewed.

Portfolio Night is an important event in advertising because it serves as the gateway for young talent to enter the industry, enabling the best of the present — hundreds of renowned international creative directors — to meet and mentor the leaders of the future in industry hubs around the world.

It has also become a crucial tool for agencies in recruiting top young talent, providing a platform for recognition from local industry peers, and giving agencies a place on the global stage as the ad world tunes in to this one-of-a-kind event.

“Portfolio Night is a unique global event that serves as a high-visibility opportunity for agencies and creative directors to give back to the industry by guiding the earliest steps of future copywriters, art directors, designers and technologists,” said Kevin Swanepoel, CEO of The One Club for Creativity. “We are very grateful to all the agencies and organizations who have already confirmed to make this important global event possible so far and look forward to hearing from others who want to host Portfolio Night to their local market.”

Tickets for young creatives interested in attending Portfolio Night 2020 in various cities will be available in April, once all hosts are determined.



Programme branding for Portfolio Night 2020 was developed by London-based designer Alec Tear, with additional 3D modeling and rendering by Louise Tattershall.

For more, visit: <https://www.bizcommunity.com>