



This was the XII Commercial Film Workshop in Valencia



APCP FESTIVAL All about last week

Once again this year, the 12th Commercial Film Workshop places Valencia as the epicentre of Spanish advertising production, highlighting the evolution of the sector and the impact of technology, and reflecting on future challenges. [Read more](#)



APCP FESTIVAL

The team arrives in Valencia

We are already in Valencia finalising all the details to ensure that the XII Commercial Film Workshop is held successfully and up to your expectations. Find out what the work has been like in the days leading up to the event!

[Read more](#)

MEMBERS' MEETING

The APCP meets

The associated production companies meet at the General Assembly as part of the XII Commercial Film Workshop.

[Read more](#)



INAUGURATION

The twelfth edition of the workshop gets under way

This was the start of the event organised by the APCP on advertising production with Valencia as the host city.

[Read more](#)

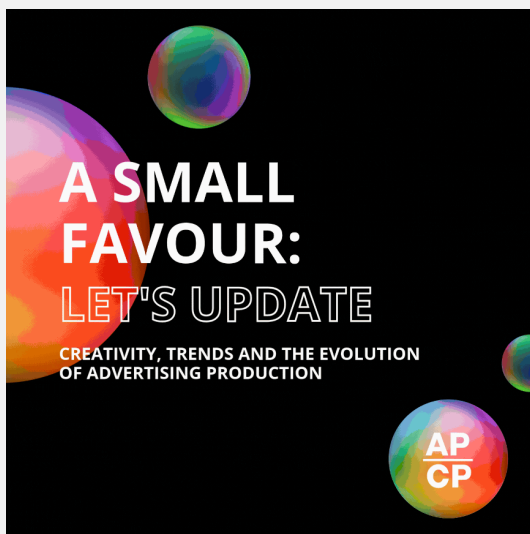
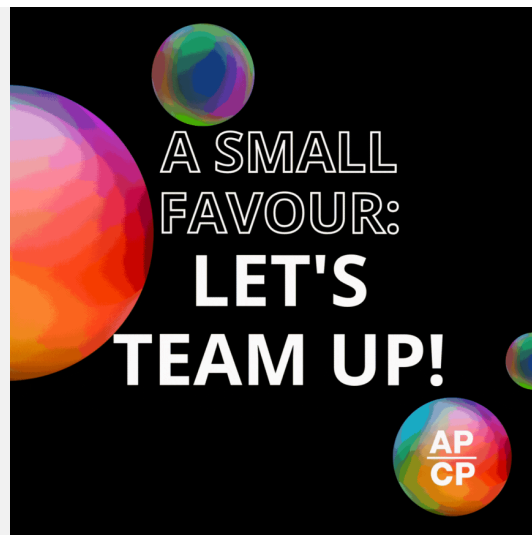


A SMALL FAVOUR: LET'S TEAM UP

Opening interview

César García and Rodrigo Cortés talk about the challenge of combining film creativity with advertising and the director's beginnings in the sector.

[Read more](#)



A SMALL FAVOUR: LET'S UPDATE

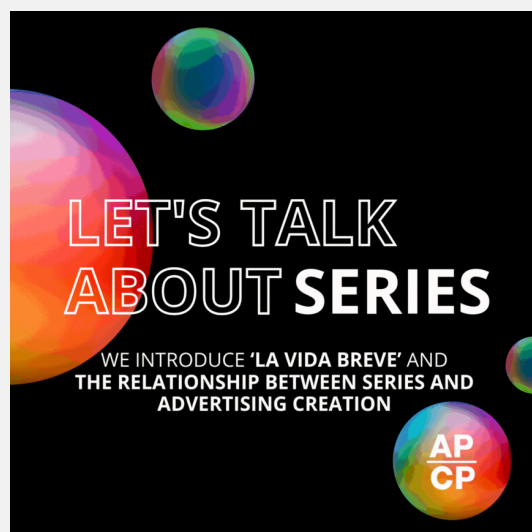
Round table on creativity, trends and a current look at how we produce today.

[Read more](#)

A SMALL FAVOUR: LET'S TALK ABOUT SHOWS

Presenting 'La vida breve' / Round table on film, fiction and advertising

[Read more](#)





A SMALL FAVOUR: LET'S RESPECT EACH OTHER

Conversation on the
audiovisual advertising
landscape in Europe

[Read more](#)



7TH APCP AWARDS EDITION

Congratulations to the winners!

This was the gala awards ceremony, presented by Ricardo Llavador. Discover the complete list of the winners of the VII Edition of the APCP Awards.

[Read more](#)

A SMALL FAVOUR: LET'S TAKE CARE OF OURSELVES

Roundtable on the sector from the point of view of independent creative agencies

[Read more](#)



A SMALL FAVOUR: LET'S SHOOT IN VALENCIA

Round table on the current situation of the Valencian audiovisual industry

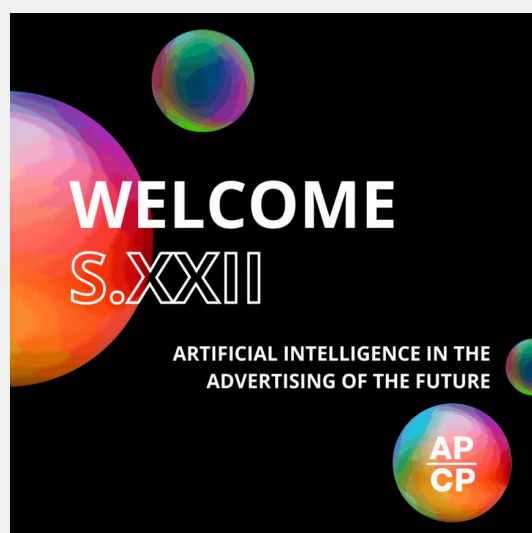
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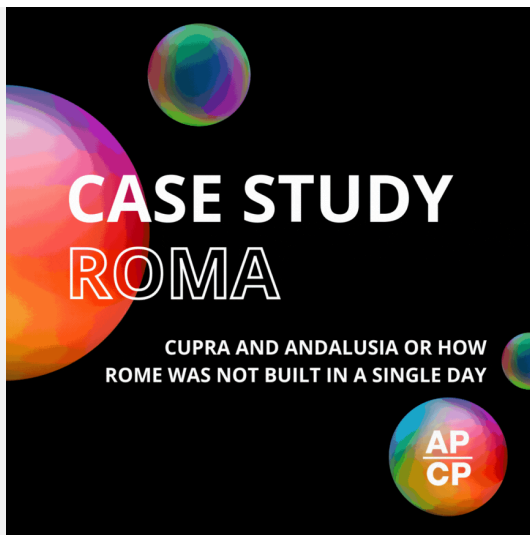
WELCOME S. XXII

Vision of trends and the future of AI

Statement traces the recent evolution of generative AI and how they apply it in their workflow to save time and budgets.

[Read more](#)





CASE STUDY

Cupra and Andalusia or how Rome was not built in a single day

[Read more](#)

APCP + AEPP MÁS EQUIPO QUE NUNCA

LAST MINUTE

APCP and AEPP, more team than ever

The president of the APCP, María Jesús Horcajuelo, announces at the closing of the conference that both associations are joining forces to bring together production and post-production companies under the same umbrella. [Read more](#)

Thank you all for joining us, for yet another year, at our advertising film conference and for supporting the sector and the Valencian people at this time.

We would also like to highlight the commitment and effort of all the speakers, sponsors, suppliers and institutions to make this edition a success.

Don't forget that from the APCP we continue working for the interests of the audiovisual advertising sector and promoting the excellent work of all our members. You can follow us on our social networks to keep up to date with all our daily news.

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