



Two days. 25 CEOs. An inspirational mentor from one of the world's leading business schools. The most valuable event you'll attend this year.

Book your place on the CEO Academy (18–19 June)
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ADAPT AND THRIVE IN THE DIGITAL AGE

Today's business environment is evolving at lightning speed. For any CEO, understanding these changes is critical to survival. Knowing how to respond through innovative business models and savvy marketing is the only way to adapt and thrive.

The CEO Academy is a unique opportunity for world-class training from the industry's most highly esteemed marketers and creatives.

You'll learn how to drive change and creativity in your business, and achieve long-term, profitable growth.

LEARN FROM THE BEST OF THE BEST

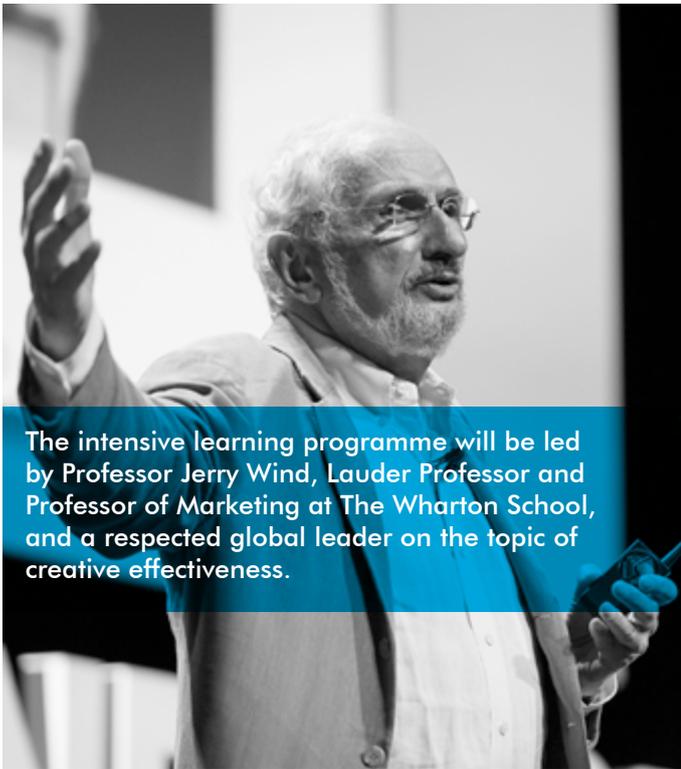
Expertly guiding the class through the academy is Professor Jerry Wind, Lauder Professor and Professor of Marketing at The Wharton School and a leading global authority on creative effectiveness in marketing.

Known globally for his pioneering research on marketing strategy, he has served as consultant to Fortune 500 companies, and is author of the widely cited book *Driving Change: How the Best Companies are Preparing for the 21st Century*.

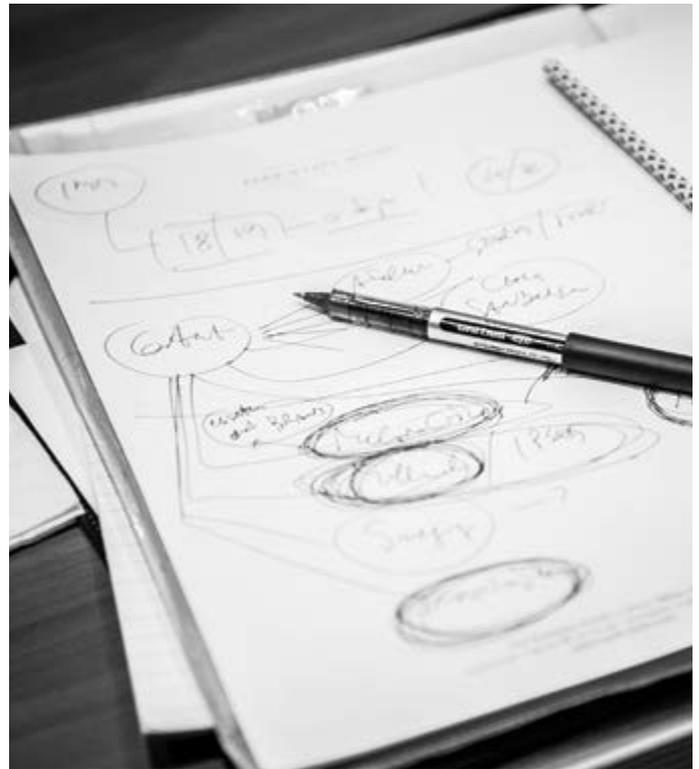
Jerry will use his expertise to curate a programme to the specific needs of the group, based on one-to-one conversations before the Festival, to maximise the learnings for every single participant.

"Given the speed and magnitude of the exponential changes in the business environment, creative leadership is a must."

Jerry Wind, Lauder Professor and Professor of Marketing, The Wharton School



The intensive learning programme will be led by Professor Jerry Wind, Lauder Professor and Professor of Marketing at The Wharton School, and a respected global leader on the topic of creative effectiveness.



INSIGHTS FROM THE INDUSTRY'S BRIGHTEST STARS

Jerry will call on an enviable line-up of experts to help him address the biggest issues affecting CEOs.

Creatives from Lion-winning agencies will join Jerry straight from the Cannes Lions stage for an exclusive audience with the class, talking you through how the world's most effective campaigns accelerated client growth.

Industry-renowned marketers will share insights on how innovation and creativity can grow your business, while heads of talent from multinational corporations will advise on finding and retaining the creative talent that will drive it forward.

The very technologists and innovators shaping the industry will share their insiders' view of the latest digital developments, and how to make sure you're ready for them.



BE PART OF THE EXPERIENCE, DON'T MISS OUT

There are only 25 spaces available for this course and they are filling up fast.

Email stevelatham@canneslions.com now to secure your place.

The academy is designed for CEOs of mid-sized businesses, Presidents of Business Units and Regional Heads of Business Units.

The final group will be carefully selected by The Wharton School and Cannes Lions to ensure a diverse and non-competitive environment. This is a rare opportunity to learn from and connect with like-minded peers from a wide range of countries and industries.

The fee of €7,995 covers a full week's registration to Cannes Lions, including Festival seminars, reserved seating at all Awards Ceremonies and VIP access to the Opening and Closing Galas.

The 2014 agenda:

Tuesday 17 June – Evening welcome reception

Wednesday 18 June – Full day

Thursday 19 June – Full day