BRINGING YOUR IDEA TO THE LIONS INNOVATION STAGE
YOUR STEP-BY-STEP GUIDE
This specialist event taking place on the Monday and Tuesday of Cannes Lions week is a unique experience where data, technology and creativity collide.

A carefully-curated content programme will showcase pioneering ideas about how technology and data are enabling and enhancing creativity in branded communications.

This document outlines how your organisation can put forward your ideas for the 2017 programme.

Quick Tip:
Take this document into your brainstorming meeting to guide your ideas.
A QUICK LOOK BACK AT 2016

57 sessions were delivered

125 speakers took to the stage

31.5 hours of content

over 4,500 individuals from 93 countries attended
THE VISION FOR 2017

- The future is now
  Sessions that inspire and entertain but also deliver valuable and useful information about what’s happening now and where things are headed.

- Cutting-edge methodology
  Open discussions about the practice of data and tech being used to produce great creative work.

- A new inspiration
  ‘Wow’ sessions from speakers that galvanise the industry and inspire the audience to reach greater levels of creativity in their own work.

- Broadening horizons
  Sessions that stretch the imagination and inspire the audience to think a little differently about the relationship between technology and creativity.

- Industry-wide perspectives
  Content that delivers thought leadership for the whole industry and uses the work of other agencies, as well as their own, for evidence.

- Revolutionary technology
  Insightful reviews and revealing demonstrations of new technology, products and services at the forefront of key sectors.

- Exploring the opportunities
  Powerful explanations of the near-term opportunities and challenges that cutting-edge technology is opening up for the industry.

- Practical examples and solutions
  Real-life examples of how data, technology and creativity can be combined to deliver exceptional results.

- Great work
  A celebration of outstanding creative work using data and technology. Showing and unpacking great work is always well-received.
STEP 1
READ THE GUIDELINES
THE EIGHT BASIC RULES

1 No fees
There is no charge to submit an idea to speak at Lions Innovation nor any fee to speak if your proposal is selected. If your idea is successful, the cost to cover the logistics behind your idea (travel, fees, accommodation for example) must be covered by you, the session host.

2 Passes
We provide speakers with a full Lions Innovation pass.

3 Creativity at the core
Lions Innovation explores where technology, data and creativity are working together in the business of creative marketing communications. Ideas that do not demonstrate a clear connection as to how data and technology are enhancing or enabling creative communications will not be successful.

4 No sales pitches allowed
The content programme is strictly for thought leadership - product or company presentations will not be selected. The idea you are putting forward should be something the speaker is utterly passionate about and something they would talk about no matter where they worked.

5 Fresh content
All content must premiere at the Festival. Content that has been presented previously will not be accepted.

6 Single appearance
We welcome and encourage you to submit more than one idea, however due to high demand we can only feature a speaker/organisation once across the Lions Innovation programme.

7 Work with us
Session holders are responsible for content, conception and execution however all content and speaker confirmation/changes must be approved by the Lions Innovation Content Team.

8 Quality
Successful proposals are chosen on the merit of the idea or the speaker.
Lions Innovation attracts a broad range of people from across the breadth of the creative communication landscape, all connected through the desire to explore data and tech as catalysts for creativity.

Its unique audience brings those with a Cannes Lions pass together with those with a Lions Innovation only pass. In turn, the audience comprises of leaders in branded communications (CEO’s, CMO’s, creative directors), the next generation leaders (including technologists, brand managers, account managers, producers), together with the disrupters of the industry (data and tech specialists, start-ups).

Bringing these groups together means the event truly explores what happens when creativity and technology collide.

GUIDANCE ON THE AUDIENCE

THE CANNES LIONS WEEK
17–24 JUNE 2017

CREATIVE INSPIRATION

CREATIVITY IN FOCUS

LIONS HEALTH LIONS INNOVATION LIONS ENTERTAINMENT
TODAY, THANKS TO THE POWER AND PACE OF CHANGE, WE CAN APPLY CREATIVITY TO THE TECHNOLOGY ITSELF. LIONS INNOVATION BRINGS TOGETHER PEOPLE AT THE VANGUARD OF THIS GOLDEN AGE OF POSSIBILITIES; PEOPLE WHOSE INVENTIVE SPIRIT IS CHANGING THE WORLD AND REDEFINING WHAT IT MEANS TO HAVE A GAME-CHANGING IDEA.

Nick Law
Global Chief Creative Officer
R/GA
STEP 2
KICKING OFF YOUR BRAINSTORM
CONSIDER THE FOLLOWING...

WHAT DO YOU WANT TO BE KNOWN FOR AT LIONS INNOVATION 2017?
Lions Innovation is all about data and technology’s collision with creative communications and so creativity must sit at the heart of your idea. But creativity can come in many different forms.

What is your message?

- An inspirational piece
- A big announcement
- A showcase of new technology
- A big-picture topic or burning industry issue
- Insights you want to share with the creative tech world
- A call to action
- A beautiful creative story or review of good work
- A fresh way of thinking about creativity and technology
- A how-to guide on a data or creative tech issue

Quick tip:
When reviewing your proposal, we will be asking ‘how does this idea enhance or enable greater creativity?’ – we recommend you do the same and test your idea before submitting it.
Quick Tip:
We recommend that you have no more than four people on stage at one time (including moderator/interviewer). Too many people on stage looks messy and distracting for the audience.

WHO
SHOULD TELL YOUR STORY?

There are unlimited types of speakers you could bring to the stage but it is key to consider their relevance to both the idea and the audience.

Does your speaker line-up consist of..?

- Eye-opening technologists
- Creative data specialists
- Moderators
- Inspirational speakers from outside the field
- Creative celebrities with relevance
- Thinkers and doers
- Mind-blowing creatives

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The format and delivery of your session is incredibly important. People often leave it to the last minute, and it shows. We can’t stress how important this element is. Different formats and delivery styles work better in different Lions Innovation environments… so how do you want to illustrate your point?

Example formats and delivery types include (but are not limited to):

- **Keynote-style presentation**
  One or two people deliver a talk, with optional presentation materials

- **Incisive interviews**
  Picking the brains of great creative leaders and icons

- **Practical demonstration**
  These could be show-and-tell, or even involve the audience

- **Performance piece**
  This could include musical, theatrical, digital performances or real-time artistic projects

- **Interactive/practical element**
  Includes solo and team challenges, competitive elements, collaborative projects

- **Live Q&A**
  Question and answer formats, with audience participation. Could include debate or voting elements

- **Structured debates & discussions**
  A structured panel session, with a professional moderator and no more than four people

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**Quick Tip:**

This is not a corporate conference, it’s part of the International Festival of Creativity. Successful session holders will be presenting to some of the most highly-powered, smart and well-informed people on the planet, casually dressed in shorts and sneakers. You are competing with the pull of a cool glass of rose in the warm Mediterranean sunshine!

To impress this audience you need to have something powerful to say and an exciting way to say it. Corporate sales presentations simply won’t work. Sessions with style, wit and substance will.
STEP

ORGANISING YOUR IDEAS

3
WHERE WILL YOUR IDEA END UP?

There will be several different content formats and spaces at Lions Innovation 2017.

**INSPIRATION STAGE**
Inspiring a new way of thinking about innovation and creativity

This is the home for single speakers or double acts (no panels) who are willing to deliver powerful keynote-style talks that inspire a new way of thinking about innovation and creativity. Audience members should walk away from the session feeling inspired, provoked and challenged to think about technology or data differently. Presentations should be polished but also raw and true to the ‘maker’ personality. This is not a stage for the faint-hearted and all ideas should include some element of showmanship.

**DISCOVERY STAGE**
Discover technology in a creative context

This stage will take the tech trends, such as AI or VR and will bring them to life in a creative context. Sessions here will deep dive into the opportunities, use cases, examples, challenges and reviews of specific technology. Session ideas should include live demonstrations or practical exercises (such as a workshop) demonstrating the technology and practical issues in discussion. This stage is for up-and-coming technologists, game-changing start-ups and thought leaders in their field.

**THE INNOVATION FORUMS**
Focus in on the biggest innovation challenges today

This stage focuses on everyday issues and challenges at play in the industry. This versatile space can be used for solo or group presentations, panel discussions or simple performance and demonstration sessions. This is a more casual stage with a more intimate and relaxed atmosphere. Topics covered here are practical by nature, exploring the day-to-day challenges associated with innovation (for example: culture, partnerships, practices). These Forums can engage with the audience directly in Q&A and debate sessions.

**Quick Tip:**
Focus on the idea itself first – we will work with you to identify the right stage and audience for your session.
TOPICAL LIONS INNOVATION THEMES

This is by no means an exhaustive list of themes and technology that will be covered, but simply a guideline of what can be explored:

- Tech theory and philosophy (e.g. singularity, digital black holes, impact on future society)
- Partnering with start-ups to drive new creative relationships
- Data visualisation, insights and applications in creative communications
- The Internet of Things and connected communications
- Creative use of programmatic and ad technology
- Virtual reality and creating new experiences
- Driving an innovation culture in the business / with your clients
- Neuroscience, decision science and cognitive tech to understand creativity
- Digital craft and new tech-enabled experiences
- 3D printing and the new era of design
- Championing diversity in creative technology
- Sensors, beacons and proximity marketing
- Driving data and tech-related skills and talent in the creative industry
- Wearables and their role in creativity
- Robotics and artificial intelligence in communications

Quick Tip:
When we review your proposal, we will be asking ‘how is this idea enhancing or enabling greater creativity?’ We recommend you do the same to test your idea before submission.
I LOVE THE FRICTION BETWEEN CREATIVITY AND DATA. DATA AND SCIENCE ARE LIBERATING FOR CREATIVITY BECAUSE THEY OFFER A FOUNDATION. WE’RE NOT SCARED OF IT.

David Droga
Creative Chairman
Droga5
WHAT WORKS

- Visionary talks that shine a light on future trends and events that will affect the communications industry.

- Special guest names can draw an audience, provided there is a meaningful link to innovation, technology and creative communications.

- Engaging and surprising speakers (with a proven track record of speaking at large events) that can deliver brand new insights, inspiring stories or thought leadership you won’t find at any other event.

- Reviews of good work go down well, especially when they includes examples from several different agencies.

- Diverse and creative presentation formats are very welcome.

- Demonstrating new ways of addressing problems (creative, social, economic or industry) are particularly popular.

- Debates and discussions that have clear take-away elements for the audience.

WHAT DOESN’T WORK

- Sales messages and creds presentations turn the audience off and score badly with audience members.

- Interviews that are not conducted by an experienced professional almost always fail to realise their full potential.

- Too many people on stage look messy and distracting for the audience. No more than four people on stage at one time (including moderator/interviewer).
STEP 4
Submit your proposal
**SUBMIT A PROPOSAL**

All proposals **must** be submitted through the online content portal ([content.lionsinnovation.com](http://content.lionsinnovation.com)). This makes it easier to track the session and speaker assets as proposals are developed.

**EVALUATION**

All proposals are evaluated by the Lions Innovation Content Team. Each submission is considered on the merit of its content or speaker. You may be contacted for more information.

**OFFERS**

A member of the Lions Innovation Content Team will contact you with an initial offer of a slot, subject to speakers being confirmed and session content agreed. Spaces are limited and some proposals may be offered a slot on a different stage to the one they initially applied for.

**CONFIRMATION AND ANNOUNCEMENTS**

Once offers are accepted, session content and speakers have been confirmed and relevant visual assets have been received, the Content Team will begin to announce speakers on the relevant pages of [www.canneslions.com](http://www.canneslions.com) and in marketing communications. Please be aware we sometimes announce speakers while session content is still in development.
PREPARE FOR YOUR MOMENT IN THE SPOTLIGHT

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MARCH 2017
ONWARDS

21-22
19 – 20
JUNE 2016

DEVELOPMENT AND DELIVERY
As sessions and speakers are announced, the Lions Innovation Content Team can help speakers in the development of their sessions. We can offer guidance on presentation styles and techniques appropriate for each space. The Speaker Logistics Team will work with each session holder to assist with any technical requirements, and offer guidance on session promotion before, and during, the Festival.

LIONS INNOVATION 2017
It's show time! This is the moment where your months of hard work pay off. On-site the Content Team are there all the way, right to the moment you step out on that stage secure in the knowledge that you’re about to deliver the best presentation possible.
THE LIONS INNOVATION CONTENT TEAM

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