

## Day 1: Monday 22 June

**09:15 - 10:45 Welcome session - Classroom**

**11:15 - 12:15 Academy classroom**

**Michael Conrad, President, Berlin School of Creative Leadership**

It's all about successfully competing. Focus on real big problems. Have a standard for creative excellence. Audit/discuss your work and progress every three month. Develop leadership skills.

Key Learning Takeaways:

1. It's all about successfully competing.
2. Focus on real big problems.
3. Have a standard for creative excellence.
4. Audit/discuss your work and progress every three month.
5. Develop leadership skills.

**12:00 - 13:00 Lunch Break**

**13:00 - 13:45 Festival Seminar - Grand Auditorium**

*9<sup>th</sup> Annual Grey Music Seminar*

**Tor Myhren, Worldwide Chief Creative Officer, Grey Group**

**Marilyn Manson, Musician**

**14:15 - 15:15 Academy classroom**

*Pushing Yourself Forward.*

**Angie Wojak, Director of Career Development, School of Visual Arts**

**Pete Favat, North American Chief Creative Officer, Deutsch Inc**

A discussion between Pete Favat and Angie Wojak about launching a career in the advertising field. The purpose of the conversation is to inspire students and help them understand the key components of the creative process, offer tips on making the most of your college's resources for career development and job search, and to share the speakers' experiences and encourage students on their first steps in the industry.

Key Learning Takeaways:

1. How to utilize tension in campaigns to create interest
2. How to use small box strategy
3. The importance of being prolific and exposing yourself to all aspects of making products/campaigns
4. Gratitude and teamwork: understanding the value of relationship building in your career
5. How to use your college/Alma mater to support your job search and career development

## Day 1: Continued

### 15:30 - 16:30 Academy classroom

**Simon Collins, Chairman WGSN Advisory Board, Creative Adviser, The House of Collins**

Global great design and how to achieve it, with examples from my time building Parsons School of Design in New York into a global brand, along with examples of what not to do. It reminds creatives of some things they may've known but have forgotten, and points out things they didn't realize. Without a problem to solve there's no urgency to create great design, whether it's a hotel, a team, a dress, a product or a city. Bad design drives me mad and compels me to preach about great design, to the point where I left my career as creative director at Nike to run a world-class design school. I led the School of Fashion at Parsons from being a quietly respected New York design school to become a GLOBAL POWER BRAND. While at Parsons I ruminated on what I'd learned from my life as a designer and brought together some guidelines for Creating Beautiful Solutions. For after all that is what great design does in any form. Key Learning Takeaways:

1. You are your own story, tell your story
2. Brilliance Only, never compromise, ever
3. Ask Smart Questions, look smart
4. Be Nice, make friends and influence people
5. Blow Shit Up

### 17:00 - 17:45 Festival Seminar - Debussy

*Latin: The Hottest New Brand?*

**Sergio Alcocer, President, Chief Creative Officer, LatinWorks, USA**

**Andreza Valentin, Founder, Creative Director, BOSSA NYC/ São Paulo**

**Alex Pallete, Co-Founder, Chief Strategy Officer, PICNIC, Madrid**

*Suggested session:*

### 17:15 - 17:45 Festival Seminar - Audi A

*The Art of the Deal: Live!*

**Natalie Imbruglia, Music Artist, Brand Synergy Group**

**Jeff Straughn, Chief Executive officer, Founder, Brand Synergy Group**

**Marcus Peterzell, Executive Vice President, Ketchum Sounds**

**Jeffrey Moran, Vice President, Public Relations, Events and Sponsorship, Pernod Ricard**

### 17:30 - 19:00 Cannes Connect Bar Drinks - Rivera Terrace

### 19:00 - 21:00 Awards Ceremony - Grand Auditorium

Direct, Mobile, Press and Promo & Activation Lions Awards & Young Lions Print Competition Awards

### 21:00 - 22:45 Young Lions Party - Beach Front

## Day 2: Tuesday 23 June

**09:00 - 09:30 Academy classroom**

**10:00 - 10:45 Festival Seminar - Grand Auditorium**

*Creating Constellations: Unleashing Creativity through Collaboration*

**Bob Pittman, Chairman, Chief Executive Officer, iHeartMedia, Inc.**

**Pharrell William, Artist**

Suggested session:

**10:30 - 11:00 Festival Seminar - Audi A**

*Collaboration Scandinavian-Style: The Key to Staying Independent*

**Ted Persson, Board Member, Speaker, Author, The North Alliance Incubator/Great Works**

**Digge Zetterberg Odh, Head of Talent and Promotion, The North Alliance**

**11:00 - 11:45 Festival Seminar - Grand Auditorium**

*Sentience: The Coming AI Revolution*

**Sir Tim Berners-Lee, Computer Scientist, best known for inventing the World Wide Web**

**Mike Cooper, Worldwide Chief Executive officer, PHD Worldwide**

Suggested session:

**11:15 - 11:45 Festival Seminar - Audi A**

*Learning from Great Artists can Transform the Advertising Industry*

**Sam Ball, Creative Director, M&C Saatchi**

**Tom Bazeley, Chief Executive Officer, M&C Saatchi**

**12:00 - 13:30 Academy classroom**

*ACACIA 17 - Listening to kidnappers, terrorists and each other*

**Simon Wells, Director, Acacia 17**

The world has witnessed some horrific incidents over the recent years, particularly in the past few months. These incidents have included kidnappings and other acts of terrorism. Behavioural Science research has been used to better understand why people act in these ways but also how to communicate with them and try to influence their behaviour. This research can also have a significant impact on how we talk and listen to each other in the workplace.

**14:00 - 14:45 Festival Seminar - Grand Auditorium**

*SMG + TED: Truth and Dare Cannes 2015*

**Laura Desmond, Chief Executive Officer, Starcom MediaVest Group**

**Pat Mitchell, Curator, TED**

**Diana Nyad, Journalist, Swimmer**

**Maria Bello, Actress, Women's rights activist**

**Rives, Poet**

## Day 2: Continued

Suggested session:

**14:00 - 14:45 Festival Seminar - Debussy**

*Expanding the Mobile Canvas*

**Chris Cox, Chief Product Officer, Facebook**

Suggested session:

**14:15 - 14:45 Festival Seminar - Audi A**

*The New Korean Way: Less Work, More Creativity*

**Min Seo, Campaign Director, Innored**

**Sehgeun Choi, Creative Product Director, Innored**

**15:00 - 16:30 Academy classroom**

*LEGO – ‘Co-Creating the Future’*

**Casper Willer, Executive Creative Director & Partner, Another**

**Thorkild Bjerre, Creative Director, Another**

Officially this session is all about the new open approach in the creative economy. Unofficially, this is 90 minutes where you get to play with LEGO. Yes, we're serious. The world's most successful companies are harnessing the power of consumer involvement, co-creating the future of brands, in collaboration with the people that care the most. Copenhagen agency 'Another' are proud to introduce their fellow Danes from LEGO, one of the worlds most loved and creative brands in a session that will change the way you think about collaboration.

**16:45 - 17:45 Academy classroom**

*Future Lions*

**Liz Smith, Events director, AKQA**

The future belongs to those who invent it. AKQA proudly presents, Future Lions, a forum to witness new ideas and discover the brightest of the next generation inventing the future. In its tenth anniversary, this global student competition in partnership with Google has become one of the most popular and highly anticipated seminars at Cannes. Future Lions challenges young talent around the world to create an idea that would not have been possible three years ago for a brand of their choosing. There are no rules in terms of media or technology; no restrictions around product or target audience. More daring and ambitious than ever before, today's generation has made moves that have shaken up the whole industry, pushing the boundaries of how we connect audiences across the globe.

**17:30 - 20:00 Cannes Connect Bar Drinks - Rivera Terrace**

**19:00 - 21:30 Awards Ceremony - Grand Auditorium**

Media, PR, Outdoor, Glass and Creative Effectiveness Lions Awards, Young Lions Media and PR Competition

## Day 3: Wednesday 24 June

**09:00 - 09:30 Academy classroom**

**10:00 - 10:45 Festival Seminar - Grand Auditorium**

*#WEHAVEAPLAN 7 Billion People 7 Days*

Richard Curtis, Filmmaker, Humanitarian, Campaigner, Project Everyone

Sir John Hegarty, Founder, Creative, Bartle Bogle Hegarty (BBH)

Mariella Frostrup, British Journalist, TV & Radio Presenter

Suggested session:

**10:30 - 11:00 Festival Seminar - Audi A**

*Marketing to Women in the Fourth Wave of Feminism*

Charnelle Anderson, Vice President, Consumer Marketing and Brand Strategy, A+E Networks:

Lifetime, FYI, LMN

D'nae Kingsley, Head of Integrated Strategy, Trailerpark / Engine Group

Becca Saraga, Executive Vice President, Partner, Addiction

**11:00 - 12:30 Workshop - Classroom**

*The Pop up Agency - See separate document*

Maksimilian Kallhed, Founder & Director, The Pop Up Agency

Abraham Abbi Asefaw, Founder & Director, The Pop Up Agency

**12:40 Group Picture - Red carpet steps**

**13:00 - 13:45 Festival Seminar - Grand Auditorium**

*YouTube: Music in the Digital Age*

Grace Helbig, Comedian, Actress and Youtube Star

Jamal Edwards, Founder, Chief Executive officer, SB.TV

Mark Ronson, DJ, Producer

Suggested session:

**13:30 - 14:00 Festival Seminar - Audi A**

*BLOOD, SEX, STORYTELLING: Turning Crowds into Audiences*

Patrick Hickey, Chief Executive Officer, Rothco

Richard Carr, Managing Director, Partner, Rothco

Emer Howard, Chief Strategy Officer, Rothco

Padraig Hyland, Leadership Coach, Comedian, Writer

**13:45 - 14:30 Lunch**

## **14:30 - 15:30 Academy classroom**

*Creativity: the science of knowing what logical people are wrong about.*

**Rory Sutherland, Vice-Chairman, Ogilvy & Mather UK**

More and more evidence from psychology is beginning to show that creative people's instincts are often right, and the apparently logical people were wrong all along. Knowing this should be set to make all our jobs just a little bit easier.

## **15:45 - 16:45 Meet at How to Cannes booth, Palais des Festivals**

*Creative Walk about with Gerry Human*

**Gerry Human, Chief Creative officer, Ogilvy & Mather UK**

## **17:00 - 18:30 Workshop - Classroom**

*Whose Gonna Save the World Tonight*

**Mary Lee Copeland, Executive Creative Director, The (next level) Storytelling Academy**

The (next level) Storytelling Academy Executive Creative Director, Mary Lee Copeland, takes you on a journey that is emotional, an experiential theme clarification and story structure exercise.

## **17:30 - 19:30 Cannes Connect Bar Drinks - Rivera Terrace**

## **19:00 - 21:30 Awards Ceremony**

Design, Product Design, Radio and Cyber Lions Awards, Young Lions Cyber and Design Competition

## Day 4: Thursday 25 June

**09:00 - 09:45 Academy classroom**

**10:00 - 11:15 Festival Seminar - Grand Audi**

*New Director's Showcase: Celebrating 25 Years of Supporting New Talent*  
**Saatchi & Saatchi**

**11:30 - 14:00 Workshop - Classroom**

*The Pop up Agency - See separate document*

**Maksimilian Kallhed, Founder & Director, The Pop Up Agency**

**Abraham Abbi Asefaw, Founder & Director, The Pop Up Agency**

**14:15 - 15:15 Academy classroom**

*Arabs Be Like: A Guide To The Modern Middle East.*

**Yousef Tuqan, Chief Innovation Officer, Leo Burnett MENA**

Today's Middle East is an incredibly rich and diverse place. From the glitzy towers of Dubai to the buzzing streets of Cairo, modern Arabs can simultaneously appear to be completely diverse and yet incredibly consistent from country to country. It's a land of inherent contradictions and challenges – where censorship of the internet exists alongside the highest mobile---phone penetration in the world, and where young people aspire to Western brands and attitudes, but remain deeply rooted in tradition and religion. It's a place where religious clerics have larger Twitter followings than Tom Cruise, where sheep and livestock are sold on Instagram, and where social media has completely transformed the relationships between people, governments and brands.

Key Learning Takeaways:

1. The Middle East market varies widely from country to country and across regions. A “one-size-fits-all” approach does not work
2. Self-censorship exists in this conservative market, but some of the smartest brands find clever ways to address this
3. The need to connect with youth is essential. Over 55% of the GCC's population is under 25
4. Despite the troubles and challenges of daily life, people believe that the future will be better.
5. Humor, and humanity, are universal traits

**15:30 - 16:45 Workshop - Classroom**

*The Pop up Agency - See separate document*

**Maksimilian Kallhed, Founder & Director, The Pop Up Agency**

**Abraham Abbi Asefaw, Founder & Director, The Pop Up Agency**

## Day 4: Continued

**17:00 - 17:45 Festival Seminar - Grand Auditorium**

*Social Networking Since 1864*

**Gianluca Di Tondo, Senior Brand Director Global Heineken Brand, Heineken**

**Soren Hagh, Executive Director Global Marketing, Heineken**

Suggested session:

**17:00 - 17:45 Festival Seminar - Audi A**

*Collaboration at the Speed of Light*

**Jon Collins, President, Framestore**

**Jonah Bloom, Co-President, Kirshenbaum Bond Senecal + Partners**

**Steve Baer, Managing Partner, Code and Theory**

**Fernando Machado, SVP Global Brand Management, Burger King**



## **Day 5: Friday 26 June**

### **09:15 - 10:15 Workshop - Classroom**

*The Pop up Agency - See separate document*

**Maksimilian Kallhed, Founder & Director, The Pop Up Agency**

**Abraham Abbi Asefaw, Founder & Director, The Pop Up Agency**

### **10:30 - 12:00 Press Conference**

Titanium & Integrated, Film, Film Craft, Branded Content & Entertainment Juries

### **12:15 - 13:15 Meet at How to Cannes booth, Palais des Festivals**

Creative Walk About with Mark Tutssel

**Mark Tutssel, Worldwide Chief Creative Officer, Leo Burnett Worldwide**

### **13:15 - 14:00 Lunch Break**

### **13:15 - 17:15 Team Presentations, Feedback and Graduation - Classroom**

### **17:30 - 21:00 Cannes Connect Bar Drinks - Rivera Terrace**

### **18:30 - 21:00 Awards Ceremony**

*Lions Innovation Awards*

### **The Innovation Lions After Party**