

Entry Kit 2025



SEE IT BE IT

Forging paths for women and non-binary
people in the creative industry.

What is the See It Be It Programme?



See It Be It is the definitive career accelerator for women and non-binary creative leaders.

Launched in 2014, and application-only, See It Be It brings up to 20 creatives from around the world together over an intense four-day programme at Cannes Lions Festival of Creativity. The programme includes mentorship opportunities and private masterclasses with industry leaders, as well as backstage access and session invitations tailored to each participant's career goals. Since launch, we've accelerated over 100 women and non-binary people from 33 countries.



What does the programme include?

If you're selected for See It Be It, you'll get a fully funded trip to the Cannes Lions Festival, including accommodation and travel. You'll also get a VIP Cannes Lions Festival Pass, so you can access every stage and session. This is in addition to what's outlined i.e. mentorship opportunities, private masterclasses and a fully bespoke programme just for you.

Who can apply?

We invite all women as well as all non-binary people to apply. For the avoidance of doubt, this includes both cis and trans women. You need to work in a mid- to senior position in advertising, marketing, filmmaking, innovation, editorial, design, PR or any other related disciplines. We don't have an age limit for See It Be It. If you think you'd benefit from the programme, we welcome your application.

How do you select who gets to be on the programme?

Every year, we receive over 600 applications for See It Be It – and we judge every application on its own merits through a rigorous three-stage process. First, we use a jury of over 40 See It Be It alumni to create a shortlist of around 60 candidates. Our jurors

are creative directors, art directors, creative partners and copywriters from around the world, so they know exactly what it takes to get into See It Be It and the impact it can have on your career.

We then invite the shortlisted applicants to a telephone interview with the LIONS See It Be It team. Our final decision is based on the outcome of these interviews, as well as the original application.

We've outlined the capabilities that are essential for getting the most out of this programme. During the application process, we'll judge your initial application answers and telephone interview on these five capabilities:

- **Creativity** You produce innovative work that stands out, and you bring fresh ideas and perspectives to your projects.
- **Strategic Thinking** You think about the wider goals of the business and your career when working.
- **Leadership** You have leadership qualities and are able to create an environment where others feel inspired to follow.
- **Community focused** You build strong relationships creating a sense of belonging and support within your community.
- **Resilience & Adaptability** You overcome challenges both personal and professional. You can adjust to new trends, technologies, and market conditions.



Application Form

Prepare to apply for See It Be It by taking a look at the questions that will be asked on the application form below.

Mandatory Questions

1. **How will being a part of See It Be It 2025 aid your career?** (250 words)
2. **What does creativity mean to you?** (250 words)
3. **Describe the work you're most proud of producing and why** (250 words)
4. **How would you use what you learn during your time on the See It be It programme to extend the knowledge to others in your community/region?** (250 words)
5. **Who do you look up to as an ideal leader in your industry and why?** (250 words)
6. **Describe a situation where you had to take a strategic approach to seize an opportunity in your work.** (250 words)
7. **What is the biggest challenge women face in the industry? How do you manage this challenge?** (250 words)

Additional Information

1. If you could learn one thing during your time at See It Be It, what would it be?
2. Who is your dream industry mentor?
3. Have you ever attended a regional See It Be It event?

When will I know if my application was successful?

All applicants will be notified of the outcome of their application by January 22nd 2025.

What could my See It Be It experience look like?

These are personalised sessions pulled from the See It Be It 2024 programme schedule:

- **“From Where I Am to Where I Want To Be”**
with Amy Kunrojpanya
- **“Fire Always Needs O2: How to Keep the Creative Spark Alive Without Burning Out.”**
with Damasia Merbilhaa
- **“Get to Know the Glass Jury”**
with Cindy Gallop
- **“Own Your Power: Negotiate for Success”**
with Laura Florence
- **“The Girl Who Swam for Her Life”**
with Yusra Mardini

Plus time to explore the Festival, reserved seating at the Cannes Lions Awards and Happy Hour & networking hours!



Advice from Jury

We asked our jury, if you could give one piece of advice to this year's applicants, what would it be?

Be your authentic self.

"Be honest. Be brave. Be angry. Be unapologetically yourself. Don't write about what you think is the right answer or what you think we want to hear. Write about what makes your story unique and interesting. Being a woman in this industry is hard; that's why this program exists. And that's why we need dreamers, fierce girls to spin things around. So, what can you bring to the table to help us change our industry?"

"Don't worry about writing what you think we want to hear, just be authentic and tell your story"

"Don't hold back, be unashamedly you. That thing you think you'd be too scared to say in a 'normal' application? You can be you here."

"A program like this intuitively might tell you to "show off". To appear "perfect". But my advice would be to be honest. Be real. Be genuine. About what your experience has been being a woman or non-binary person in advertising, what this program could do for you, and what you will do with this program if you are a part of it."

You are ready.

"This experience will change your life. What are you waiting for?"

"Go for all of it! This program will help you to bury the impostor's voice inside you and will help you to see you in a powerful and unprecedented way."

"The application writing process is a deeply introspective one. The questions make you dig deep, to gauge if what you are doing is adding up with the values you hold close, and to connect with how you're feeling. So give the application a shot - regardless of whether you feel you are ready. Now that you're writing your application - speak your truth, share your lived experiences in the industry - that's what will make it powerful."

"Don't let your inner voice convince you that you have to be "better" to be qualified. If you've come this far, you're probably enough as you are."

Be the change.

"Don't wait to be on top to change the world around you. And once you get there, don't forget to send the elevator back to uplift more women."

"This application is not about your job skills, not about a CV, not about an interview about your work experience, but about you and how your perspective, your voice, your values, your creative vision and your leadership contribute to closing the gender equality gap and making this industry a tool with the power to change the world."



“I believe sharing that journey is important – for yourself, and also for women who might not know yet that they’re not alone. But I also want to know what you will do when all the barriers are down. I want to know what kind of mentor you’ll be when given the right visibility, what qualities you’ll foster in yourself when you have access to women & people who look or think like yourself. The hardships are what we have in common. But what you can bring to this industry is absolutely and totally unique to you. I really, really want to see who you are and what kind of creative leader you’ll be.”



Apply here.

[FAQs](#)

Accessibility

The LIONS team can support you with filling out your application form if:

- You have a mental health condition, like depression, stress or anxiety
- You have a visual impairment, dyslexia, autism or cognitive difficulties
- You have another condition which makes filling in forms difficult

If you have any further queries, please contact seeitbeit@canneslions.com.