



CREATIVE ACADEMY

Sunday 16 June	LIONS ACADEMY KICK-OFF
15:00 CAMPUS STAGE	The Cannes Lions School welcomes you to Cannes Lions 2024! <i>Welcome from Simon Cook, CEO, LIONS</i> <i>Welcome from Larissa Meek, Co-Chief Creative Officer, PwC US</i> <i>Meet the Cannes Lions School Team</i> <i>Maksimising Your Week with Maks Kallhed, Founder, Amongst Friends</i> <i>Introduction to the Academy Deans & Tutors</i> Buckle up, strap on your seat belts, pack your parachutes, and inflate those airbags because you're about to embark on the ride of a lifetime. After you've heard from the Cannes Lions School Team, Maksimilian Kallhed will welcome you, the Academy class of 2024, to the Cannes Lions Campus by sharing some vital tips and tricks on how to "Maksimize" festival week, and run an activity for the full School cohort. It's gonna be a wild ride!
16:00 <u>CLASSROOM</u>	Creative Academy Welcome Meet the leaders of the Academy and get to know your fellow classmates. Vann Graves, Academy Dean Andy Del Rosario, Alumni Tutor
MONDAY 17 JUNE	
09:30 - 10:15 <u>CLASSROOM</u>	Do We All Need To Be Creative Directors? I'll be sharing a bit about my journey and at the end, I'd like to reflect with you on what each of you aims to achieve from participating in the Young Lions Creative Academy. Introduction <ul style="list-style-type: none">• My Story: I'll start by sharing my career path, from my first steps in the industry to where I am today. I'll talk about the decisions I made, the challenges I faced, and the successes I celebrated.• StudioX and Beyond: I'll provide insights into my experience leading a team and building a significant brand like Coca-Cola in the region. I'll discuss how it was to create processes, develop tools, and guide a team of nearly 100 people. Reflection At the end of my presentation, I want to open the floor to you. What do you hope to gain from this academy? What are your dreams and ambitions? Let's discuss how you can leverage this opportunity to shape your future in the creative industry. Joana Mendes, Creative Lead, Independent

<p>10:45 - 11:30 <u>CLASSROOM</u></p>	<p>AI as The New Creative Paradigm AI and Creativity is the topic that's on everyone's mind. Join us as Author, Founder and CEO of APR, Jillian Gibbs, and CMO/CINO Edmond Handwerker delve deeper into how AI is transforming video and content production. By sharing insights from over 250 decision makers at brands across the globe, Jillian and Edmond are excited to bring forward an industry POV on how the content supply chain is changing today, and where it's expected to evolve in the near future. From planning and development to measurement and optimization, they'll be bringing forward learnings from over 75 clients, their in-house teams and their agencies. Together they'll be sharing what's happening on the ground and in the cloud!</p> <p><i>Jillian Gibbs, Global CEO and Founder, Advertising Production Resources</i> <i>Edmond Handwerker, Chief Marketing and Innovation Officer, Advertising Production Resources</i></p>
<p>11:45 - 12:30 <u>CLASSROOM</u></p>	<p>#madebyhumans: Own your Creativity in the Age of AI Discover the art of creative ownership with Nataalka Design's interactive session dedicated to empowering you with essential skills to thrive in an AI-driven world. Learn how to harness the power of doodling, jotting down ideas and nurturing your creativity before engaging with AI. We'll explore practical strategies for developing everyday skills that set you apart in the workplace, fuel career growth and stand out amidst the AI saturation. Get ready to unlock your creative potential and redefine the future of Human Intelligence. We believe that ideas #madebyhumans will be of more value than ever present AI.</p> <p><i>Natalia Talkowska, Founder / CEO, Nataalka Design</i></p>
<p>12:30 CAMPUS</p>	<p>Lunch</p> <p><i>Note: we will head to <u>Amazon Port for 13:45</u> so please be at the classroom ready by <u>13:30!</u></i></p>
<p>14:00 - 14:30 AMAZON PORT</p>	<p>Cracking the code to generative AI in ads Generative AI can push the boundaries of creative potential, unlocking new ways to engage and inspire in the process. Brands that embrace this next frontier of technology can enhance their creative storytelling and effectiveness at scale.</p> <p><i>Samira Bakhtiar, General Manager, Media & Entertainment, Games, and Sports, AWS Industry Business Unit (moderator)</i> <i>Anastasia Leng, Founder and CEO, CreativeX</i> <i>Jay Richman, Vice President of Advertising and Creative Experiences, Amazon Ads</i> <i>Matt Kemp, Head of CRM & Customer Operations, Formula One</i></p>
<p>15:00 - 16:00 PINTEREST BEACH</p>	<p>The Art of Collaboration The Creative Ladder facilitates a compelling panel discussion at the Creative Academy, focusing on "The Art of Collaboration." This session showcases how leveraging diversity within teams can lead to breakthrough ideas that not only propel businesses forward but also contribute positively to society.</p> <p>This diverse panel will provide a multifaceted perspective on collaborative success, offering insights from their rich experiences in fostering innovative environments.</p> <p><i>Dionna Dorsey, CEO and Co-Founder, The Creative Ladder (moderator)</i> <i>Judy Lee, Sr Director, Global Brand Experiences, Pinterest</i> <i>Sara Tate, European Partner, Transformation Practice, TwentyFirstCenturyBrand</i> <i>Thas Naseemuddeen, CEO, Omelet</i> <i>Marinda Yelverton, Vice President of Creator Marketing and Social Media, 160/90</i></p>
<p>17:00 RED CARPET STEPS</p>	<p>Class Photo on the Red Carpet Steps The photographer will be waiting for you at 17:00 sharp!</p>

<p>17:30 - 18:30 CAMPUS STAGE</p>	<p>Career Conversations: Gravitass – How to Fit In Whilst Standing Out Join us at the Cannes Lions School Stage for a transformative workshop experience where learning, networking and inspiration collide. Dive into a series of curated conversations centred around your career growth, facilitated by the top industry experts and coaches.</p> <p>No slides or panels – just empowering discussions to equip you with the tools for success.</p> <p>If you've had feedback that you 'need more gravitas' or feel for yourself that exploring this will help you find it, then come and join Helen Tiffany, Executive Coach to creatives finest, and leave feeling inspired.</p> <p>Helen Tiffany, CEO, The Coach House Ltd</p>
<p>19:00 O'KEY BEACH 1 BD JEAN HIBERT</p>	<p>Creative Academy Group Dinner Dinner with the full cohort!</p>
<p>TUESDAY 18 JUNE</p>	
<p>09:15 - 10:00 <u>CLASSROOM</u></p>	<p>Finding Your Unique Voice for Long-term Success We live in a time where short-term thinking is omnipresent. Everywhere we see brands—and careers—burning bright only to fade fast. Most are fixated on the next new thing: pursuing the latest shiny object, rather than the principles that define long-term success. Meanwhile, there is another rare and inspiring breed of brands and leaders who succeed not only for the moment, but well beyond it. They have a vision, they write a different set of rules, and they never stop advancing the categories they define. This is especially true of brands and careers in creative industries where the temptation is to first chase the latest technologies—currently AI tools—to survive. The prognosis is always the same: those who only consider the short-term will seldom, if ever, succeed in the long-term. Whereas those who look further ahead achieve lasting success.</p> <p>In building their portfolios, to fit into today's advertising landscape, young creatives often start by replicating the trends they see all around them. For example, many are now comping their work using AI tools. Meanwhile, the response from global Chief Creative Officers who are reviewing books tends to be: "This is good, but I don't hear your unique voice in the work." Competing like the rest makes creative talent easily substitutable and switchable. Contributing more original thought—having a distinct point of view, innovating in the space, constantly upskilling and evolving—makes creative talent more desirable today, tomorrow and always; it provides a path to a career in advertising beyond just the next short-term job. In turn, in this Creative Academy session, we will inspire students to find their unique voice for long-term success as vital creative contributors.</p> <p>Mark Miller, Chief Strategy Officer, Team One Chris Graves, Chief Creative Officer, Team One</p>
<p>10:15 - 11:15 <u>CLASSROOM</u></p>	<p>Collab and Conquer Collaboration is easy to say, but hard to execute. Our own egos, preconceptions, and insecurities get in the way, and deny us the opportunity to discover new people, different perspectives in order to form a diverse, successful work team.</p> <p>Through a series of individual and team exercises, this workshop will help you open up, learn to listen, and get to know more about the people you work with every day.</p> <p>Key takeaways from this session:</p> <ul style="list-style-type: none"> ● Get to know, and brand, yourself ● Develop skills and tools to be able to thrive while creating an authentic collaborative culture ● Strengthen relationships with co-workers and clients at any level ● Collaboration is the key to successful teams, agencies and relationships. <p>Luis Camano, Co-Founder & Chief Creative Officer, Imperactive</p>

<p>11:45 - 12:30 <u>CLASSROOM</u></p>	<p>Confidence Tricks For Creative People</p> <p>There is truth in the fact that we are naturally wired at birth for some personality traits, but you can learn how to be more confident when it counts.</p> <p>During this session Helen will share how she has helped creative people harness their strengths, believe in themselves and use practical tools to turn the confidence levels up when it really matters.</p> <p>Come ready to learn about:</p> <ul style="list-style-type: none"> • Challenges as creatives and how confidence plays a part • Learn how to harness your strengths and to have belief in your ability • Explore imposter syndrome and strategies to overcome this • Learn about the neuroscience behind confidence and some useful exercises to work on your new skills <p><i>Helen Tiffany, CEO, The Coach House Ltd</i></p>
<p>12:30 CAMPUS</p>	<p>Lunch</p>
<p>13:00 - 13:30 FORUM</p>	<p>Impact over Intent: How Can You Drive Authentic Representation? (optional)</p> <p>Featuring exclusive research from The Geena Davis Institute, premiering at Cannes Lions 2024, this talk will provide you with cutting-edge tools and insights on the representation of gender, race/ethnicity, the LGBTQ+ community, disability, age, and body type in the Film and Film Craft Lions' creative work.</p> <p>Collaborating with Lions since 2017, the Institute provides key data that benchmarks industry progress and highlights areas for improvement in DEI.</p> <p>Join this talk to hear about the current progress and ongoing efforts required to make sure your creative work leads the way in meaningful representation.</p> <p><i>Madeline Di Nonno, President and CEO, The Geena Davis Institute</i></p> <p>Note: If attending this session, please <u>stay nearby afterwards</u> to guarantee seats at the next.</p>
<p>14:00 - 14:45 FORUM</p>	<p>Future Gazers: Gen Z in China, Viral Ads, The Power of Gaming</p> <p>What will the future look like? Our hand-selected visionaries will paint a picture of our world 18 months from now.</p> <p><u>Unlocking Gen Z: China Focus</u> As the lead of dentsu Z, a Gen Z creative team, Chris will curate the latest ideas and experiences from the Gen Z community and explore ideas that truly resonate with young consumers while establishing a meaningful connection between them and brands/platforms.</p> <p><u>Creative Process Behind Viral Ads</u> Jill Lyons, who leads creative operations at Maximum Effort, Ryan Reynolds' creative engine, will share the process behind creating viral ads.</p> <p>Questions this session will answer:</p> <ul style="list-style-type: none"> • What will the future look like, and how should you future-proof your creative? • What are some actionable insights into the future you could begin planning for now? • Where is the industry headed and how can I play a part in it? <p><i>Jill Lyons, SVP, Creative Operations, Maximum Effort</i> <i>Chris Chen, Chief Creative Officer, China, Dentsu Creative</i> <i>Tyler Bahl, SVP and Head of Global Marketing, Activision</i> <i>Anna Bager, President and CEO, OAAA (moderator)</i></p>

<p>15:30 - 17:00 CAMPUS STAGE</p>	<p>Take Your Idea on a Near-Death Experience <i>Joint session with the Brand Marketers Academy</i></p> <p>During the session, participants are put into small teams of around 4 and each team is tasked to come up with an ambitious idea for a brand that one of them works on.</p> <p>We then ask each team to imagine that their ambitious idea dies and ultimately doesn't happen. At this point, we introduce a premortem: A technique where a project team imagines future failure to then protect themselves from that failure.</p> <p>Questions this workshop will answer:</p> <ul style="list-style-type: none"> • How to shift mindset from 'Coming up with the Big Idea' to ' Making Big Ideas Happen' • How to use Pre-Mortem tool to learn how to mitigate risks and protect your best ideas, making sure they happen in the way that is right for you • How to feel more confident when pitching and delivering big and bold ideas and projects <p>David Clayton, CEO and Founder, True & North Robin Bonn, Facilitator, True & North; CEO, Co:definery</p>
<p>17:30 - 18:30 CAMPUS STAGE</p>	<p>Career Conversations: Career Crossroads – Navigate Your Next Move</p> <p>Get practical tools to elevate your career and discover solutions to some of today's most pressing talent challenges. Discover hands-on skills to uplevel your career and take major next steps on your desired career path.</p> <p>As the creative industry embraces the future of work and new careers in advertising, this interactive session will push you out of your seat and beyond your comfort zone.</p> <p>Join this transformative workshop experience where learning, networking and inspiration collide. Dive into a series of curated conversations centred around your career growth, facilitated by the top industry experts and coaches.</p> <p>No slides or panels – just empowering discussions to equip you with the tools for success.</p> <p>Tamon George, CEO and Co-Founder, Creative Theory Agency Gary Williams Jr, Co-Founder and Chief Creative Officer, Creative Theory Agency Helen Tiffany, CEO, The Coach House Ltd (moderator)</p>
<p>WEDNESDAY 19 JUNE</p>	

09:15 - 10:00
CLASSROOM

The Secret Truth about Creativity

Oftentimes advertising can feel like a bit of a dark art - especially when you are looking to break into it. Who do you know, how can you get in the room, how do you talk in the special language, how do you even understand the special language, so on and so forth. And then once you get it, you start speaking the language and doing the things, and before you know it you are creating the version of the ads and the work that fits within this special dark arts universe you have penetrated, and shit starts going out in the world and you feel like "I am doing it." And then "But am I"? Because much as you did this work, it might not really feel like yours.

Because there is none of you in it.

This talk is about teaching you how to put your truth into the work - even when you have a brief or assignment that feels wholly unrelated to your life experience or when you are doing personal projects - finding ways to put yourself, your life experience into what you make. In it we will cover personal examples of how we have done this, as well as key tips for how to do this in your work, and what to look for in the places you work and the people you work with.

The simple truth is, the more personal the idea, the more universal creativity becomes.

So don't be afraid of your truth, it is the magic that a lot of work today is missing.

Key takeaways from this session:

- The more personal the story, the more universal it becomes
- Truth doesn't have to be sad, worthy, or looking to change the world
- The truth is honest and the riches lie in the niches

Charlene Prempeh, Founder, A Vibe Called Tech
Kelsey Hodgkin, CEO, Partner, Special US
Jorge Calleja, CCO Meta Reality Labs, Meta

10:30 - 11:30
CLASSROOM

Artful Interactions?

The harsh realities of today's workplace means we need an edge to stay ahead. You can either thumb through life or take control of your own brand, your company's brand and how you are as a manager.

There are a number of things you can master to take control of your career. There is an understanding of the trends in connecting with the 8 billion people on planet earth. Then there's your role as a manager and how you can bullet proof your own position as a creative manager and impart a number of creative tools to make you even better positioned as a leader in the world of AI dominance.

In a world where 6 billion smartphones dominate our gaze, can we pivot towards a reality where intention becomes the new measurement? Navigating the melting pot of augmented, virtual, and all-too-real realities, how can brands connect genuinely? Let's explore AI not just as eye candy, but as stuff we can feel, wear, and maybe even serenade. As AI speeds on, are we riding the wave or just trying not to wipe out? And where does marketing fit in this turbulence? Let's dive in and find out.

Questions this session will answer:

- How can you future proof your own skills as AI tools develop?
- What brainstorming methods can I and my team develop?
- How can you embrace the skill of creative thinking in a highly technical world?

David Shing, Digital Prophet, Shingy

<p>11:45 - 12:30 <u>CLASSROOM</u></p>	<p>Beyond the Hype: AI's Real Impact on Creative Advertising</p> <p>Discover how AI, like Photoshop's before it, is being met with unfounded resistance. These tools augment human creativity - and the unique humanity that it requires – vs. replacing it. This session demonstrates AI as a powerful ally for the industry, and showcases demos of various tools for every role in the business. Learn how AI streamlines the rote work of our industry and unlocks new possibilities, ensuring creatives lead in the next era of digital innovation.</p> <p>Key takeaways from this session:</p> <ul style="list-style-type: none"> • Contextualizing AI resistance in the creative community • How AI can enhance your creative process • Practical demonstrations of AI for all industry roles <p><i>Fitz Maro, Head of North America Design Technology, Amazon</i></p>
<p>12:30 CAMPUS</p>	<p>Lunch</p>
<p>13:30 - 14:00 <u>CLASSROOM</u></p>	<p>Diversify The Hustle</p> <p>Jayson Atienza, a renowned Creative Director and Global Artist, shares his journey of rethinking creativity in advertising and exploring new avenues in personal artistic expression. With a 25-year career spanning several continents, Jayson has experience across myriad clients and cultures. Like most creatives, he experienced industry limitations within the agency system, and learned to dive into personal projects to reignite his passions, as a tool to stay fresh. He is known for his signature style featuring bright colorways and bold line detail across unconventional canvases. Commercially, Jayson's clients include: Nike, Jordan Brand, NBA Style, ESPN, MINI, GAP, Stokke, Ray-Ban, Hennessy, Chivas and Heineken among others.</p> <p>Hear from Jayson how to embrace uncertainty, take risks, and trust your creative instincts to build a more fulfilling career.</p> <p>Key takeaways from this session:</p> <ul style="list-style-type: none"> • Creative inspiration can be plucked from anywhere • Education doesn't end with your BA • Finding yourself in an uncomfortable position is the best fertiliser for creative growth <p><i>Jayson Atienza, Co-Founder and Artistic Creative Director, Studio Atienza</i></p>
<p>14:30 - 16:00 <u>CLASSROOM</u></p>	<p>You're on the Jury</p> <p>In this session, we will pull back the curtain on the Cannes Lions judging process and reveal how the prestigious Lions are awarded. With two jurors as your joint Presidents, the class will take on the role of jury, casting your votes on a selection of shortlisted work from the 2024 awards and then diving into discussion.</p> <p>Key takeaways from this session:</p> <ul style="list-style-type: none"> • Gain insight into what it's like inside a Lions judging room • Engage deeply with the best contemporary creative work • Understand the importance of discussion in the process of deciding what winning work looks like <p><i>Anne Akande, VFX Producer, Unini Productions Limited</i> <i>George 'Benson' Acohamo, CEO and Chief Creative Officer, BSN Creatives</i></p>

<p>16:30 - 17:30 IPG COMMON GROUND, CARLTON HOTEL</p> <p>58 BLVD DE LA CROISSETTE</p>	<p>The Truth About Ascending Asia</p> <p>Join us as we explore how innovative thinking from the world's most diverse and dynamic region can power marketing and creativity approaches of global brands.</p> <p>Asia has been setting benchmarks of exceptionalism in economic success and technological disruption, even in the wake of significant social problems. In today's interdependent and interconnected world, the boundaries between global and Asian challenges are fading. Asian aspirations are global aspirations.</p> <p>With a panel of star speakers including...</p> <p>Andy Del Rosario, Associate Creative Director, McCann Worldgroup Philippines Harjot Singh, Global Chief Strategy Officer, McCann Worldgroup Asmita Dubey, Chief Digital & Marketing Officer, L'Oréal Groupe Prasoon Joshi, Chairman, McCann Worldgroup Asia Pacific Valerie Madon, Chief Creative Officer, McCann Worldgroup Asia Pacific Sea Yen Ong Head of Channel Revenue Partnerships, Southeast Asia, TikTok Atifa Silk, Managing Director, Campaign Asia Partha Sinha, President, The Times of India Group Shilpa Sinha, Chief Strategy Officer, McCann Worldgroup Asia Pacific</p>
<p>19:00 - 21:00 LUMIERE THEATRE</p>	<p>Wednesday Awards Show (Reserved Seating)</p> <p>Find out who the 2024 Lion winners are at the Festival's official Awards Show. Tonight's awards include Creative B2B Lions, Creative Data Lions, Social & Influencer Lions, Direct Lions, Media Lions, and PR Lions. Doors open at 6:15pm.</p> <p>The Wednesday Awards Show is in partnership with LinkedIn.</p>
<p>THURSDAY 20 JUNE</p>	
<p>09:00 - 10:00 VAYNER YACHT</p>	<p>Young Lions Breakfast</p> <p>Kick off your day in true Cannes style aboard the VaynerX Yacht! Hosted by two of VaynerMedia's senior creatives, you'll enjoy breakfast, sun and sea air in the Harbour by the Palais.</p> <p>Rob Lenois, Chief Creative Officer, VaynerMedia Woei Hern Chan, Head of Creative, VaynerMedia APAC</p>
<p>10:30 - 11:15 <u>CLASSROOM</u></p>	<p>Unlocking Creativity: Finding, Nurturing and Sharing Inspiration in Today's World</p> <p>Join Adam and Eve they share their personal sources of inspiration and reveal how they keep those creative sparks alive for when they need them most. Delve into the art of inspiring your colleagues, agencies and clients. Embrace the invaluable role human connections play in fostering a culture of inspiration and innovation.</p> <p>Key takeaways from this session:</p> <ul style="list-style-type: none"> • Inspiration can be built into environments • Inspiration is inside you <p>Adam Reeves, Chief Creative Officer, TBWA\ Group Canada Eve Rémillard-Larose, Chief Executive Officer, TBWA\ Group Canada James Coburn, Vice President, Mandrake</p>

<p>11:30 - 12:15 <u>CLASSROOM</u></p>	<p>From segments to magic: Crafting the Future with Experience Centricity</p> <p>Welcome to a journey into the evolution of consumer engagement. This session marks a departure from traditional customer segmentation, unveiling the imperative of experience centricity in the modern marketplace. Embark on this exploration and discover the transformation from seeing consumers as demographic segments to understanding them as active participants in the narrative of a brand. This shift from product-focused strategies to experience-centric ones is not just a trend; it's the future of business engagement in a rapidly changing digital landscape.</p> <p>Roberto Hernandez, Partner - Customer Transformation, PwC Chris Duffey, Strategic Development, Emerging Solutions, Adobe</p>
<p>12:15 CAMPUS</p>	<p>Lunch</p>
<p>13:00 - 14:00 WHALAR CABANA</p>	<p>Creativity and Innovation Unleashed: Ask Me Anything with Creators</p> <p>Join the fun at the Whalar Cabana, where a panel of creators will be waiting to answer your burning questions. With the panel starting at 1:15pm, this is your chance to hear directly from creators about what inspires them, their careers, how they got started, how they work with brands and communities, and much more!</p> <p>Followed by mingling and networking with cool soft drinks.</p>
<p>14:30 - 15:15 <u>CLASSROOM</u></p>	<p>How to not lose the plot on social - 2024 edition</p> <p>Ask any Gen Z what they love about a particular brand's social and they'll say "uhh the memes? how they snap back in the comments section?" Now do a blind test, remove the logo, show them the meme and ask which brand came up with it.</p> <p>Hearing crickets?</p> <p>Learn how to not lose the "brand" in your quest for brand love in this session by Leena Gupta & PG Aditiya from Talented, India.</p> <p>PG Aditiya, Co-Founder and Chief Creative Officer, Talented.Agency Leena Gupta, Creative & Founding Member, Talented.Agency</p>
<p>15:45 - 16:30 TERRACE STAGE</p>	<p>Creators on the Terrace: The Age of Absurdism</p> <p>What is the "ick" we get from brands and how can brands avoid this fate? What makes people cringe and why does it become a mob mentality? How can user-generated content (UGC) help avoid this? What role do creators play in shaping this discourse?</p> <p>Dive into the top trends and pitfalls with the 'experts' in the field. Join top creators on the Terrace for a fun and interactive crash course on content creation in 2024.</p> <p>Noah Miller, Creator, JUV Madeline Argy, Creator and host, Pretty Lonesome Podcast Yuri Lamasbella, Content Creator, Mayeahh Ziad Ahmed, Head of Next Gen, United Talent Agency (moderator)</p>

<p>16:45 - 17:15 <u>CLASSROOM</u></p>	<p>The Logic behind the Magic of Creative Bravery Creating and approving disruptive ideas provokes fear and uncertainty. It involves risk taking and frequently ignites tension between agencies and brands.</p> <p>This workshop will explore a proven methodology for reducing the uncertainty when aiming for bold brave creative ideas. It will explore a practical process of understanding how breakthrough ideas are born in the mind and how they can be evaluated on paper.</p> <p>You will:</p> <ul style="list-style-type: none"> • learn a practical method for creating disruptive ideas • discover the framework for assessing the potential of such ideas, based on recurring thinking patterns identified in disruptive awarded work • unlock the process for using solid logic and a proven rationale for reducing stress while presenting breakthrough creative ideas. <p>Ravid Kuperberg, Partner and Trainer, Mindscapes</p>
<p>17:30 - 18:30 CAMPUS STAGE</p>	<p>Career Conversations: From Stress to Success – Strategies for Mental Wellness Join us at the Cannes Lions School Stage for a transformative workshop experience where learning, networking and inspiration collide. Dive into a series of curated conversations centred around your career growth, facilitated by the top industry experts and coaches.</p> <p>No slides or panels – just empowering discussions to equip you with the tools for success.</p> <p>Delve into strategies for maintaining mental wellbeing amidst the dynamic and often high-pressure environment of creative work.</p> <p>Discover how to prioritise self-care, set boundaries and cultivate a healthy mindset while thriving in your creative endeavours. Don't miss this opportunity to invest in your mental wellness and unlock your full creative potential.</p> <p>Jean Batthany, Chief Creative Officer, Jean Batthany Creative Helen Tiffany, CEO, The Coach House Ltd (moderator)</p>
<p>FRIDAY 21 JUNE</p>	
<p>09:30 - 10:15 <u>CLASSROOM</u></p>	<p>Unpacking Creative Strategy: A fireside chat with Vita M. Harris 2024's Creative Strategy Lions Jury President Vita M. Harris joins Vann for a fireside chat to give you the scoop from the jury room this year. She will share insights with you on what trends the jury saw this year, which campaigns were awarded and why, what surprised or disappointed the jury about the work, and what she has learned from the work and the experience of judging.</p> <p>Vita M. Harris, Global Chief Strategy Officer, FCB</p>
<p>10:30 - 11:15 <u>CLASSROOM</u></p>	<p>Jokes and Job Security: How to Stay Funnier Than a Computer While AI is great at making us laugh when it adds bonus fingers to comps, turns low res images into pixelated monsters, or tell us it's in love with us – real comedy requires the type of human understanding that requires actual humans. Especially if you want to thread the needle on making people laugh without stepping on the kinds of landmines computers can't yet predict.</p> <p>Allison Apperson, Associate Creative Director, The Martin Agency Chase Zreet, Associate Creative Director, The Martin Agency</p>

<p>11:45 - 12:30 <u>CLASSROOM</u></p>	<p>Creatives vs AI</p> <p>In this class, we'll explore the exciting intersection of creativity and artificial intelligence. We'll delve into the current state of AI and its capabilities, debunking the myth that AI is poised to replace human creatives. Instead, we'll discover how AI can augment and enhance our creative potential, freeing us to focus on high-level thinking and innovation.</p> <p>We'll also examine the current landscape of AI, discussing its limitations and the many ways in which human creativity remains essential. By the end of this class, you'll be empowered to embrace AI as a collaborative partner, unlocking new possibilities for artistic expression and innovation.</p> <p>Key takeaways from this session:</p> <ul style="list-style-type: none"> • Understanding the current capabilities and limitations of AI • Learning how to leverage AI tools to enhance creativity • Exploring real-world applications and success stories • Debunking myths and misconceptions about AI and creativity • Discovering new possibilities for human-AI collaboration <p>Lucas Heck, WhatsApp Creative Lead, Meta</p>
<p>12:45 - 14:00 <u>CLASSROOM</u></p>	<p>Wrap up (over lunch)</p> <p>This session will wrap up our week together and address how best to share this week with your teams and senior management when you return home.</p> <p>Vann Graves, Academy Dean Andy Del Rosario, Alumni Tutor Eunie Jang, Alumna and Senior Art Director, Bose Corporation</p>
<p>14:30 CAMPUS STAGE</p>	<p>The Cannes Lions School Team & Speakers</p>
<p>15:00 CAMPUS STAGE</p>	<p>GRADUATION!</p>
<p>19:00 - 21:30 LUMIERE THEATRE</p>	<p>Friday Awards Show (optional)</p> <p>To close out the 2024 Cannes Lions Festival, join the final Awards Show to find out the Award winners in the Film Lions, Titanium Lions, Sustainable Development Goals Lions and Glass: The Lion for Change, along with this year's Special Award winners. Doors open 6.15pm.</p>
<p>21:00 - 01:00 CARLTON BEACH</p>	<p>Closing Party – A Celebration for All!</p> <p>After the last Lion of 2024 is given out in the Lumiere Theatre, more than 4000 people will head to Carlton Beach for the Closing Party. As the creative year comes to an end, this is your chance to celebrate in style in the world's only New Year party that happens on a beach in June! Features headline music acts and top DJs to keep the party going into the small hours.</p>