

ROGER HATCHUEL STUDENT ACADEMY



**CANNES LIONS
SCHOOL**

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Sunday 16 June	LIONS ACADEMY KICK-OFF
15:00 CAMPUS STAGE	<p>The Cannes Lions School welcomes you to Cannes Lions 2024!</p> <p><i>Welcome from Simon Cook, CEO, LIONS</i> <i>Welcome from Larissa Meek, CCo-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></p> <p>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!</p>
16:00 <u>CLASSROOM</u>	<p>Roger Hatchuel Student Academy Welcome</p> <p>Meet the leaders of the Academy and get to know your fellow classmates.</p> <p>Serfi Altun, Academy Dean Miguel García Manrique, Alumni Tutor</p>
Monday 17 June	THE BRAND OF ME AND MY FUTURE
09:00 - 09:30 TERRACE	<p>Welcome to the Academy</p> <p>What better place to kick off your first morning at the Academy than on the beautiful Terrace with some of the best views in Cannes? Enjoy the sea air from the French Riviera as we set up our first day on Campus.</p> <p>Serfi Altun, Academy Dean Miguel García Manrique, Alumni Tutor</p>
09:30 MEET AT TERRACE	<p>Palais Tour</p> <p>Meet Steve on the Terrace for a Palais Tour and get the first look before everyone else arrives! Afterwards, make your way to the Campus for our first panel.</p>
10:30 - 11:30 <u>CLASSROOM</u>	<p>Up Close and Personal</p> <p>Let's hear from 3 inspiring souls, each from a completely different background and career story! What unites them is that they have unique paths following their passions, that they are full of never ending ideas and the drive to bring them to life day in day out. A panel of inspiration where you can hear their unique stories up close and personal and ask anything your heart desires to help guide your own journey. Make sure to come ready with questions!</p> <p>Amani Al-Khatahtbeh, Founder, Muslim Girl Sinan Altun, ex CEO Ajinomoto; Managing Partner, Idea Bakery, Entrepreneur, Investor George Barsoum, COO and Deputy CEO, Extend Group</p>

<p>12:00 - 12:30 FORUM</p>	<p>Creativity: The New Source of Energy of Saudi Arabia</p> <p>The launch of Vision 2030 has propelled Saudi Arabia onto a remarkable path of transformation, driving economic diversification, fostering global engagement, and enhancing the quality of life for its citizens. Tourism, positioned at the heart of this transformation agenda, leverages the power of travel to build bridges and unite the world.</p> <p>While traditionally known for its oil, Saudi Arabia now embraces its identity as the world's capital of youth, with seventy-five percent of the population under the age of 35. This youthful demographic fuels the nation's growth, unlocking a wide range of opportunities across all disciplines and creative industries. Join this session to hear from the CEO of the Saudi Tourism Authority and understand how Saudi Arabia is innovating to thrive in a rapidly changing world.</p> <p>Fahd Hamidaddin, CEO, Saudi Tourism Authority</p> <p>Please arrive early as there are limited seats! If you have any issues gaining access to this session, you can watch it on demand later in the week, and there are alternative sessions here:</p> <ul style="list-style-type: none"> ● On with Kara Swisher – Featuring John Legend and Chrissy Teigen (Debussy Theatre, 11:45-12:15) ● Real Lessons from Real Beauty (Basement Stage, 11:45-12:15)
<p>12:45 - 13:30 <u>CLASSROOM</u></p>	<p>Your Personal Brand (over Lunch)</p> <p>This session is to help you think about your personal brand – who are you? How do people see you? How do you want to be seen?</p> <p>Helen will share her own personal brand story and show you how to:</p> <ul style="list-style-type: none"> ● Build your brand ● Feel more confident ● Be authentically you <p>Helen Tiffany, CEO, The Coach House Ltd</p>
<p>14:00 - 14:45 CAMPUS STAGE</p>	<p>Level Up your Projects – and Career: Expert Advice from the Project Management Institute on how to develop a new superpower!</p> <p>Underrated and overlooked, project management skills can elevate your ideas and your output and help you up your game.</p> <p>Join this exciting and interactive session and discover how to level up your work with essential project management skills and tools and turn it into your superpower. LuAnn Piccard and Jennifer Tharp from the PMI Board of Directors will share their personal stories, insights, and valuable tips they've gained throughout their careers. Don't miss out on your chance to learn from the pros to up your game and make your projects shine!</p> <p>Menaka Gopinath, Chief Marketing Officer, Project Management Institute Jennifer Tharp, Former Chair of the Board, Project Management Institute LuAnn Piccard, Chair of the Board of Directors, Project Management Institute</p>

<p>15:30 - 16:00 DEBUSSY THEATRE</p>	<p>Creativity Unleashed: Bridging Minds and Machines A discussion that promises to be unlike any other, join Dr. Deepak Chopra and Pranav Yadav as they delve into the realms of neuroscience, creativity, and artificial intelligence.</p> <p>Explore the intricate connection between consciousness and creativity, unraveling the mysteries of human thought processes. Here's your opportunity to understand the transition from intelligence to artificial intelligence as it relates to our collective future.</p> <p>Leave this session with a deeper understanding of the overlooked AI alternatives and their profound ethical implications, as well as insights into the possibilities of this revolutionary technology.</p> <p>Questions this session will answer:</p> <ul style="list-style-type: none"> • How does neuroscience perceive creativity? • Why is creativity crucial in life? • What distinguishes the brain from the mind? <p>Pranav Yadav, Founder and CEO, Neuro-Insight Deepak Chopra, NYT Bestselling Author and Alternative Medicine Advocate, The Chopra Foundation, The Chopra Well</p>
<p>16:30 - 17:30 HAVAS CAFE</p>	<p>Insights and Networking at Havas Cafe Join Eric Weisberg and the Havas team for insights into career options in the creative industry, followed by a chance to network in the Havas Cafe partner space.</p> <p>Eric Weisberg, Global Chief Creative Officer, Havas Health Andre Gray, Chief Creative Officer, Annex 88 Shazzia Khan, Global Chief Talent & Innovation Officer, Havas</p>
<p>19:30 LA PERLE 41 43 RUE FÉLIX FAURE</p>	<p>Roger Hatchuel Student Academy Group Dinner Dinner with the full cohort!</p> <p>The RHSA is being brought to you in partnership with Saudi Tourism Authority who are delighted to co-host this Academy dinner.</p>
<p>Tuesday 18 June</p>	
<p>08:45 - 09:00 OUTSIDE CAMPUS</p>	<p>Morning check-in</p>
<p>09:30 - 10:30 <u>CLASSROOM</u></p>	<p>You, Against the Whole World As a beginner in the industry, On the path to your ambitious dreams... How to survive and succeed in the severe world of obstacles.</p> <p>İlkay Gürpınar, Chief Creative Officer, HeyMo @ The Experience Design Company</p>
<p>10:45 - 11:30 <u>CLASSROOM</u></p>	<p>RHSA Alumni Panel Three distinguished alumni of the Roger Hatchuel Student Academy return to the classroom to tell their stories. You will hear from them about:</p> <ul style="list-style-type: none"> • Their current role in the industry • Why they have returned to Cannes • What they think are the biggest challenges for the industry's young creatives today • How the Academy experience affected their lives and careers • What they would do differently at the Academy if they had their time again <p>Ben Holmes, Freelance Art Director & Student, Maynooth University Iliyana Grudeva, Founder, Âme Content Lab Lisa Glonti, Art Director, BBDO GmbH</p>

<p>12:00 - 13:00 CLASSROOM</p>	<p>Saudi Tourism Authority Set the Brief Once in a lifetime opportunity to create an impact in the World as a student. Fahad will brief you on a surprise creative challenge that you will work in your teams for the remainder of the week, to present your ideas to an esteemed jury on Friday. The winning team will have a very special prize, so get ready to let your creativity run wild.</p> <p>Fahad AlBahiti, VP PR and Communication, Saudi Tourism Authority</p>
<p>13:00 CAMPUS</p>	<p>Lunch</p>
<p>14:00 - 14:30 DEBUSSY THEATRE</p>	<p>When Societal Progress Meets Resistance Every day ushers in a new 'culture war' as societal progress meets resistance. Brands are being cancelled and called out by minority yet vocal communities, divided in their values from both the alt-right and liberal left. With societal issues now purposefully being made political, what does this widening ideological gulf mean for the future of brands? Is the marketing industry totally out of touch with consumers and the realities of the day? Or are we at an inflection point where the industry can help bridge the gap across the dissenting voices?</p> <p>Join Edelman, who will reveal brand new data exclusively to the Cannes Lions audience, which will provide a roadmap on how to navigate this lightning rod moment in the world.</p> <p>Questions this session will answer:</p> <ul style="list-style-type: none"> • What are the biggest driving forces behind brands getting caught up in controversies? • What makes a brand's action to engage with a societal issue go from acceptable and appropriate to an overstep? • How can brands help to bridge the polarising societal divide? <p>Richard Edelman, President and CEO, Edelman Bozoma Saint John, Marketing Executive, Author and Entrepreneur, Edelman Nicholas Johnston, Publisher, Axios Luis Miguel Messianu, Founder, President and Chief Creative Officer, MEL</p>
<p>14:45 - 15:15 LUMIERE THEATRE</p>	<p>Finding Creativity in the Everyday What is your favourite brand? Does this brand's creativity connect with you through ideas that are so mind-opening you say, "I never thought about it that way"? In this keynote, be inspired by how insights can be found in everyday moments and creatively transformed into meaningful, fascinating, and even surprising ways that unlock growth.</p> <p>Marc Pritchard, Chief Brand Officer, P&G</p>
<p>15:30 - 16:30 PRESS CONFERENCE ROOM (PALAIS LEVEL 4)</p>	<p>ABC of Cannes Lions '23 Learn about the ABC of Winning Ingredients behind 2023 Cannes Lion awarded creative work, brands and agencies, with key take-outs: A for AI as Creativity Enhancer, B for Bold Brands Build Business, C for Culture & Community is the New Engagement Currency. Look into the heart of the brief for each piece of work, the idea that broke through, and the results it brought. Decode the success recipes of the 2023 Creative Marketer of the Year, Creative Brand of the Year, and Agency Network of the Year.</p> <p>Serfi Altun, Academy Dean</p>
<p>16:50 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: 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>19:00 - 21:00 LUMIERE THEATRE</p>	<p>Tuesday Awards Show (optional)</p> <p>At the end of day two of the Festival, join us at the Awards Show to find out who has won Awards in the Industry Craft Lions, Digital Craft Lions, Film Craft Lions, Design Lions, Entertainment Lions, Entertainment Lions for Gaming, Entertainment Lions for Music and Entertainment Lions for Sport. Doors open at 6:15pm.</p>
<p>Wednesday 19 June</p>	<p>THE POWER OF IDEAS, STORYTELLING AND CRAFT</p>
<p>08:45 - 09:00 OUTSIDE CAMPUS</p>	<p>Morning check-in</p>
<p>09:30 - 10:30 <u>CLASSROOM</u></p>	<p>Shit. Is this the right next move?</p> <p>This talk is about all things career.</p> <p>You will get insights on:</p> <ul style="list-style-type: none"> • How to look at your career in the long run • How to grow in your position • How to tackle your next career movez <p>Martha Rzeppa, Managing Director, UEG Germany</p>

<p>10:45 - 11:15 DEBUSSY THEATRE</p>	<p>What Will the Weather Forecast Be In Cannes in 2050 (optional) Find out and step into 2050. Experience tomorrow's weather today, in the Debussy Theatre. Extreme weather is the most visible aspect of the climate emergency, and conversations about the weather are breaking news almost every day. But what's the weather going to be like in 2050?</p> <p>Understand why marketers must address the most critical issue that humanity faces and the dramatic impact it will have on their brands, customers and sales. This is not just about saving the planet – it is as much about saving your brands and our children's future.</p> <p>Find out how to move beyond weather talk and pledge to take action on Weather Kids.org.</p> <p>Questions this session will answer:</p> <ul style="list-style-type: none"> • Why do brands and marketers need to be the grown-ups in the room and lead the climate change crisis? • Do you need a road map to understand and implement the way forward for your brand or business? • Can we still change the weather forecast for 2050 for our children's future? <p>Boaz Paldi, Chief Creative Officer, United Nations Development Programme Randi Stipes, Chief Marketing Officer, The Weather Company Derek Van Dam, Weather Anchor and Meteorologist, CNN Deon Gjoni, Weather Kid, UNDP 'Weather Kids' Campaign Natalie Emmanuel, Actress and Activist Tania Bryer, CNBC Anchor, CNBC International</p>
<p>12:00 - 13:00 <u>CLASSROOM</u></p>	<p>Mistakeaways (over Lunch) Mistakes are the biggest learning tool in our industry. So we went back and analyzed the biggest mistakes we've made in our careers and the takeaways or learnings we got from each. From work, to creativity and life, how to learn from your mistakes is the biggest skill any creative person can have.</p> <p>Juan Javier Peña Plaza, North America Chief Creative Officer & Partner, GUT Ricardo Casal, North America Chief Creative Officer & Partner, GUT</p>
<p>13:15 - 14:00 <u>CLASSROOM</u></p>	<p>A fireside chat with Jonathan Mildenhall Jonathan Mildenhall talks about his personal career journey and about the power of great ideas, creativity, social impact, and technology as an aid to bring ideas to life. You'll come away feeling inspired by the brilliant examples Jonathan shares of campaigns he has worked on including work with Coca-Cola and Airbnb.</p> <p>Jonathan Mildenhall, CMO, Rocket Companies</p>
<p>14:45 - 15:15 LUMIERE THEATRE</p>	<p>The AI Era: Supercharging Marketing and Creativity From the dawn of the web to the great shift to mobile, we've seen how technology can ignite creativity and revolutionise marketing. AI is poised to do the same, unlocking powerful new ways to learn, ideate and create.</p> <p>Join Vidhya Srinivasan, Google's Ads Product Vice President, and Alex Chen, Director at the Creative Lab, to hear how AI can enhance creativity, productivity, and performance, empowering people, businesses, and marketers. Discover how the future of AI, including Google's bold and responsible vision for the Gemini era, will be shaped by engineers and creatives alike, ultimately making AI more helpful for everyone.</p> <p>Questions this session will answer:</p> <ul style="list-style-type: none"> • How will AI tools enhance the creative process, and what new tools should creatives adopt to stay ahead of the curve? • What changes in advertising is AI bringing for people and businesses? • What AI innovations can we expect from Google in the coming months? <p>Vidhya Srinivasan, Vice-President and General Manager, Advertising, Google Alexander Chen, Director, Creative Lab, Google</p>

15:30 - 16:30 <u>CLASSROOM</u>	<p>What Being a Car Salesperson Taught Me about Being a Strategist</p> <p>When I was a car salesperson in university, I never knew there would be parallels between the worlds of car sales and strategic planning. In this session we'll explore how the skills of persuasion, understanding your customer, and the art of a pitch translate to crafting effective strategic planning in advertising.</p> <p>Sara Singh, VP, Strategy Director, Deutsch LA</p>
17:00 - 18:00 EXHIBITION PALAIS LEVEL -1	<p>Tour of the Work</p> <p>Join an industry legend who has been on multiple Lions Festival juries for a tour of the 2024 Lions. Hear his insights into what won, why it won, and the process, opportunities and challenges of different briefs and projects.</p> <p>Tom Beckman, Global Chief Creative Officer, Weber Shandwick</p>
19:00 - 21:00 LUMIERE THEATRE	<p>Wednesday Awards Show (optional)</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>
Thursday 20 June	EVOLUTION OF CREATIVITY THROUGH TECHNOLOGY AND DATA
08:45 - 09:00 OUTSIDE CAMPUS	Morning check-in
09:15 - 10:15 <u>CLASSROOM</u>	<p>Nothing Changes If Nothing Changes</p> <p>To excel in today's competitive workplace, we need an advantage. It's a choice between coasting through life or seizing control of your company's image, and your role as a leader among the 8 billion connected individuals on Earth. Yet, the digital landscape seems to have undergone a rapid transformation, reminiscent of a game of musical chairs. Have Web 3.0, NFTs, Blockchain, and the Metaverse become timid, or has AI simply overshadowed them?</p> <p>With 6 billion smartphones vying for our attention, is it time to shift towards a reality where purpose and intention are paramount? Amidst the convergence of augmented, virtual, and physical realities, how can brands establish authentic connections? This talk proposes a deeper exploration of technology and our digital lives, not merely as a visual attraction but as a tangible, wearable, and perhaps even enchanting part of our lives. As technology propels forward, we must ask ourselves: are we mastering its challenges, or are we merely trying to stay afloat? Moreover, how does marketing navigate through this evolving storm? Let's dive in and discover.</p> <p>David Shing, Digital Prophet, Shingy</p>
10:45 - 11:30 <u>CLASSROOM</u>	<p>Transformative creative journeys in an uncertain world</p> <p>In this session, you won't just listen; you'll be part of the action. Larissa and LPP will share their own journey in the creative world, from highs to lows, and the transformative power of creativity in an uncertain world. Beyond individual stories, we'll delve into the profound impact of GenAI, reshaping not only their roles but their teams. But what does the future hold? Join us and make bold predictions about the intersection of creativity, emerging technology, and business. And in true AMA fashion, there will be ample time for you to join the conversation, ask burning questions, share your thoughts, and shape the direction of the discussion.</p> <p>Larissa Meek, Co-Chief Creative Officer (US Experience Center), PwC Lauren Pleydell-Pearce, Chief Creative Officer, PwC UK</p>
12:00 CAMPUS	Lunch

<p>13:00 - 13:30 <u>CLASSROOM</u></p>	<p>DiversiTree: An Unexpected New Movement to Fight Allergies Claritin is so committed to their purpose that they are willing to put themselves out of business to deliver on it. Learn how they're doing it.</p> <p><i>Sam Avivi, Chief Marketing Officer, Bayer Consumer Health, North America</i></p>
<p>14:00 - 14:45 <u>CLASSROOM</u></p>	<p>Pitching: Selling Ideas from Campaigns to Tech Start-ups Imagine an empty train poised to embark on a journey to an incredible destination. Your task is to persuade people to join you on this train, promising them a remarkable adventure. However, there's a crucial twist: the train will only reach this extraordinary place if you manage to convince everyone to board it. This analogy illustrates the essence of pitching an idea or project—your vision can only be realised if you successfully convey its value and potential to everyone involved, garnering their collective support and commitment.</p> <p><i>Guto Araki, Founder, Biite and Typo</i></p>
<p>15:00 - 16:15 <u>CLASSROOM</u></p>	<p>The Future Creativity Workshop What will campaigns of the future look like, and how can technology lead the way? In this interactive session, we will reimagine brand experiences through the emergent technologies of XR and generative AI. Together, we will investigate the latest tech innovations and trends, gain insights into how they work and how they can become powerful tools for storytelling. We will explore how they help craft award-winning campaigns and create brand experiences with lasting impact. And finally, we put our learning to the test with a creative challenge. In a world where technology evolves at breakneck speed, this session is designed to ignite your creative tech thinking and equip you with the essential tools and frameworks to lead the charge.</p> <p><i>Sasha Jiang, AR/VR Creative, Digitas UK</i></p>
<p>16:15 CAMPUS</p>	<p>Free time to work on the brief</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><i>Jean Batthany, Chief Creative Officer, Jean Batthany Creative</i> <i>Helen Tiffany, CEO, The Coach House Ltd (moderator)</i></p>
<p>Friday 21 June</p>	<p>IMPACT</p>
<p>08:45 - 09:00 OUTSIDE CAMPUS</p>	<p>Morning check-in</p>

<p>09:15 - 10:15 <u>CLASSROOM</u></p>	<p>A fireside chat with Madonna Badger Meet the industry leader who has driven conversation and culture in her years of creating thought-provoking, paradigm-shifting work. Her work has disrupted the industry standards of the objectification of women and redefined how brands communicate to, and for, marginalised groups. Madonna's approach embodies courage, strength and perseverance. Join our fireside chat to get inspired by how she and her team find the soul of brands to lead with purpose, through imagination and intention.</p> <p><i>Madonna Badger, Chief Creative Officer and Founder, FUTURA COLLECTIVE</i></p>
<p>10:30 - 12:30 <u>CLASSROOM</u></p>	<p>The Brief Presentations with Saudi Tourism Authority Present your answer to the Saudi Tourism Authority's brief in front of the cohort and a panel of judges.</p>
<p>12:45 - 14:00 <u>CLASSROOM</u></p>	<p>Wrap Up (over Lunch) Key takeaways from our week of Funspiration and Personal Action Planning</p> <p><i>Serfi Altun, Academy Dean</i> <i>Miguel García Manrique, Alumni Tutor</i></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 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! 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>