



<b>Sunday 15 June</b>	<b>LIONS ACADEMY KICK-OFF</b>
15:00 CAMPUS STAGE	<p><b>The Cannes Lions School welcomes you to Cannes Lions 2025!</b></p> <p><i>Welcome from Simon Cook, CEO, LIONS</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 &amp; Tutors</i></p> <p>Buckle up, strap on your seat belt, 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 2025, 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><b>Roger Hatchuel Student Academy Welcome</b></p> <p>Meet the leaders of the Academy and get to know your fellow classmates.</p> <p><i>Lissy Calienes, Academy Dean</i>  <i>Claudia Matjushin, Alumni Tutor</i></p>
<b>Monday 16 June</b>	<b>THE BRAND OF ME</b>
09:00 - 09:30 <u>CLASSROOM</u>	<p><b>Morning Check-in: Day One</b></p> <p><i>Lissy Calienes, Academy Dean</i>  <i>Claudia Matjushin, Alumni Tutor</i></p>
09:30 - 10:15 <u>CLASSROOM</u>	<p><b>Confidence Tricks for Creative People</b></p> <p>We are naturally wired for some personality traits, but confidence isn't always something you're born with. However, it is a skill you can develop so that you can show up with confidence when it matters most. In this inspiring session, Helen shares how she's helped creatives tap into their strengths, quieten self-doubt, and build lasting confidence.</p> <p><i>Helen Tiffany, CEO, The Coach House</i></p>
10:30 - 11:15 <u>CLASSROOM</u>	<p><b>Could it be this easy for interns?</b></p> <p>A poop joke, a radio ad, and 2 interns walked into Cannes... They left with a Gold Lion. What led these young creatives to such early success? And can you do the same? Hear from Nidhi and Rag, the Miami Ad School students who became the most inspiring story at Cannes Lions 2024.</p> <p><i>Nidhi Shah, Art Director, adam&amp;eve</i>  <i>Rag Brahmbhatt, Copywriter, adam&amp;eve</i></p>
11:30 - 12:15 PALAIS	<b>Palais Tour</b>
12:30 - 13:30 <u>CLASSROOM</u>	<p><b>What Is Dead May Never Die</b></p> <p>Ideas are the most powerful force in the world. Yet, they can be extremely fragile in the early stage, which is why a lot of great ideas die on a sheet of paper or a PowerPoint presentation. It takes relentless determination and unwavering protection to nurture an idea and bring it to life in the real world. In this presentation, we'll study the journey of powerful ideas and how they almost died at different stages, and dissect the learnings and the practices to help protect them.</p> <p><i>Juan Javier Peña Plaza, North America Chief Creative Officer &amp; Partner, GUT</i></p>

13:30 CAMPUS	<b>Lunch</b>
14:00 - 15:00 <u>CLASSROOM</u>	<p><b>So... What's in Your Toolbox?</b>  <b>Identifying the Strengths You Bring to the Industry</b></p> <p>You've got more tools than you think. In this interactive session, we'll dig into the skills, instincts, and unique traits that make you stand out. Through fast-paced activities and reflection, you'll uncover the strengths you already bring to the table—and leave with a clearer sense of where you belong in the industry.</p> <p><i>Lissy Calienes, Academy Dean</i></p>
15:15 - 15:30 RED CARPET STEPS	<b>Photos at the Red Carpet</b>
16:00 - 17:00 HAVAS CAFE	<b>Insights and Networking at Havas Cafe</b>
17:30 - 18:30 TERRACE	<p><b>Happy Hour on the Terrace (Optional)</b></p> <p>Come together with your fellow delegates for sunset drinks on The Terrace.</p>
21:00 PARTHENOPI, 3 RUE EMILE NÉGRIN	<p><b>Roger Hatchuel Student Academy Group Dinner</b></p> <p>Dinner with the full cohort!</p>
<b>Tuesday 17 June</b>	<b><i>The Power of Brand Strategy and the Brief</i></b>
09:00 - 09:45 <u>CLASSROOM</u>	<p><b>Morning Check-in &amp; Activity</b></p> <p>Wake up sunshines! Quick morning energizer.</p> <p><i>Lissy Calienes, Academy Dean</i>  <i>Claudia Matjushin, Alumni Tutor</i></p>
10:00 - 10:30 LUMIERE	<p><b>Impact Innovators: Building a Healthier World</b></p> <p>Half of the world's population still lacks access to basic care. Not because solutions don't exist, but because the right people haven't been given the right support to scale them.</p> <p>Healthcare entrepreneurs are leading the way, designing life-changing health solutions, rethinking care models, and building businesses that don't just succeed, but create lasting impact. Yet, many are underfunded and lack access to the networks, mentorship, and support they need to thrive.</p> <p>Join Reckitt and global sports icon and businesswoman Serena Williams as they discuss how businesses, investors, and change-makers can lead the way through fresh ideas, diverse voices, and reimagined systems; proving that when we invest in impact innovators, we build a cleaner, healthier world for everyone.</p> <p>Questions this session will answer:</p> <ul style="list-style-type: none"> <li>• How can businesses leverage their unique strengths to solve the world's most pressing health and hygiene challenges?</li> <li>• Entrepreneurs are innovating to solve challenges in their communities; how can we best support them to scale?</li> </ul> <p><i>Serena Williams, Founder and Entrepreneur, Serena Ventures</i>  <i>Sheila Redzepi, Chief Communications and Corporate Affairs Officer, Reckitt</i>  <i>Catherine Casey Nanda, Managing Partner, Acumen America</i>  <i>Tania Bryer OBE, Broadcaster and CNBC Anchor, CNBC</i></p>

10:45 - 11:45 <u>CLASSROOM</u>	<p><b>Know your Sh*****: Understand who you are talking to.</b></p> <p>In today's dynamic retail landscape, brand success hinges on meaningful shopper engagement. This talk explores how understanding shoppers—their behaviors, needs, and motivations—unlocks powerful opportunities to reach consumers on a deeper level. By leveraging insights into shopper mindsets, marketers can craft targeted, tangible activations that not only drive conversion but also build long-term brand equity. From in-store experiences to digital touchpoints, aligning shopper marketing strategies with brand objectives ensures relevance, resonance, and results. Discover how purposeful brand action transforms passive browsing into active buying, turning insights into impact.</p> <p><b>Felipe Vallebella, Chief Creative Officer, Visual Latina</b>  <b>Santiago Kember, Lecturer of Cultural Engagement, University of Florida</b></p>
12:00 - 13:00 <u>CLASSROOM</u>	<p><b>How to Craft Lion-Worthy Insights</b></p> <p>Insights are the secret ingredient behind award-winning campaigns that truly resonate. They represent undeniable truths that cut through the noise, sparking amazing, breakthrough ideas. Some attribute the ability to find them solely to raw talent or sheer luck, but what if we could dissect this art moving beyond mere chance? What if we could actually learn a method to consistently uncover and craft insights like a pro?</p> <p>This dynamic workshop will give you a step-by-step guide for spotting and articulating compelling insights.</p> <p>Key Takeaways from this session:</p> <ul style="list-style-type: none"> <li>• Conceptualize what insights are and cultivate your own repertoire and a discerning taste for them.</li> <li>• Learn the method behind the magic: apply a practical framework to craft more engaging creative briefs.</li> <li>• Articulate your thoughts effectively and gain useful tricks for writing compelling insight statements.</li> </ul> <p><b>Marcelle Santos, Strategy Director, McCann Worldgroup Spain</b></p>
13:00 - 14:00 CAMPUS	<b>Lunch</b>
14:00 - 14:45 PALAIS	<p><b>Pick your talk</b></p> <p>Find a session that interests you – consider attending a talk at the Rotonde or the Forum, or the Changemakers session on the Terrace.</p>
15:00 - 15:20 <u>CLASSROOM</u>	<p><b>Cafecito Break</b></p> <p>Enjoy a Cuban-style coffee break experience with your dean, hosted by Factory 360.</p> <p><b>Lissy Calienes, Academy Dean</b>  <b>Luis Lageyre, Strategic Partnerships Coordinator, Factory 360</b></p>
15:30 - 16:30 <u>CLASSROOM</u>	<p><b>AI Strategy for your AD Strategy</b></p> <p>This interactive workshop begins with foundational strategy concepts, featuring a case study that demonstrates how to put brand behavior at the center of strategic thinking. Participants then discover how AI can amplify both strategic thinking and creative development in advertising while preserving human creativity. Through hands-on exploration of three specialized platforms—ChatGPT for audience insights and behavior analysis, Perplexity for real-time market research with citations, and Claude for detailed persona development.</p> <p>The session emphasizes creative thinking and iteration, treating AI outputs as creative starting points that demand both strategic and creative refinement and editorial judgment. Using a practical playbook format, participants explore carefully crafted prompts designed around consumer understanding, progressing from basic queries to sophisticated strategic analysis that fuels creative solutions.</p> <p><b>Richard Toranzo, CEO, PIXL SOCIAL</b>  <b>Tim Rodgers, Founder, Ace Workflow</b></p>

16:30 - 17:15 <u>CLASSROOM</u>	<b>Setting the Brief</b> Get ready for a marketing challenge that throws you straight into the real world of solving briefs! In this session, you'll meet representatives from a charity who need your creative genius. This is your chance to see how your creative work can help make a genuine difference to people's lives while building your professional portfolio.  <b><i>Speakers to be revealed!</i></b>
17:30 - 18:30 CAMPUS STAGE	<b>Less Design, More Designing, Please (Optional)</b> This hands-on session invites participants to explore design as a process rooted in observation, experimentation, and personal narratives. Created by São Paulo-based designer and educator Giulia Fagundes, the workshop proposes a shift from polished templates to more intuitive, collaborative, and imperfect forms of creativity. After editions in São Paulo, Salvador, Lima, and New York, the experience arrives at Cannes Lions, focusing on how everyday details—like textures, street signs, and found materials—can inspire bold visual compositions. For this special session, Giulia is joined by guest designer Diego Limberti, who brings visual direction and conceptual sharpness to the experience. Together, they guide participants in crafting unique narratives from the ordinary, blending observation with intentional creation.  <b><i>Giulia Fagundes, Creative Director and Designer, Droga5 São Paulo</i></b> <b><i>Diego Limberti, Chief Design Officer, Droga5 São Paulo</i></b>  OR
17:30 - 18:30 TERRACE	<b>Happy Hour on the Terrace (Optional)</b> Givsy's Karaoke for Causes returns to the Palais Terrace for a second year with influential execs singing to raise US\$50,000 for nonprofits. Join this unforgettable happy hour as industry leaders take the stage and sing their hearts out, for a cause.
19:00 - 21:00 LUMIERE THEATRE	<b>Tuesday Awards Show</b> Day two wraps with a creative tour de force, announcing the winners across 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 6pm.
<b>Wednesday 18 June</b>	<b><i>Societal, Cultural, and Global Perspectives</i></b>
09:00 - 09:15 <u>CLASSROOM</u>	<b>Morning Check-in: Day Three</b>  <b><i>Lissy Calienes, Academy Dean</i></b> <b><i>Claudia Matjushin, Alumni Tutor</i></b>
09:15 - 10:15 <u>CLASSROOM</u>	<b>LionHeart: In Conversation with Sonita Alizadeh</b> Hear from this year's recipient of the Cannes LionHeart – one of the Festival's most prestigious Awards given to a person who has harnessed their position to make a significant and positive difference to the world around us. You'll have the chance to hear her story in her own words, followed by a Q&A – make sure you come prepared with questions!  <b><i>Sonita Alizadeh, Human rights activist, musician, and author</i></b>
10:30 - 11:30 <u>CLASSROOM</u>	<b>Insight to Impact: The UNHCR Creative Campaign Lab</b> In this session you will learn how to turn refugee statistics into stories that open hearts—and wallets. You'll unpack UNHCR's latest displacement datasets, spot the human-rights insights hiding inside, and rapidly translate them into thumb-stopping visuals, headlines, and calls-to-action. Walk out with a pocket-ready playbook for crafting campaigns that raise awareness and drive donations when it matters most.  <b><i>Dailo Alli, Chief of Global Campaigns and Brand, UNHCR, the UN Refugee Agency</i></b>

11:30 - 12:15 <u>CLASSROOM</u>	<p><b>Creators of Change: Turning Passion into Purpose</b></p> <p>Meet three YOUNGA Delegates transforming personal passion into global impact. In this powerful panel, they'll share their changemaker stories, spotlight their projects, and invite you to step into your own purpose-driven journey with YOUNGA.</p> <p><b><i>Quintana Hoyne, Next-Gen Delegate, YOUNGA</i></b>  <b><i>Jack Gascoigne, Next-Gen Delegate, YOUNGA</i></b>  <b><i>Adhiraj Miglani, Next-Gen Delegate, YOUNGA</i></b></p>
12:30 - 13:15 PALAIS	<p><b>Pick your talk</b></p> <p>Find a session that interests you, consider attending a talk in the Palais.</p>
13:15 - 14:15 CAMPUS	<p><b>Lunch</b></p>
14:30 - 15:30 DEBUSSY FOYER	<p><b>ACT Responsible – Open House for Good</b></p> <p>Cannes Lions, in partnership with ACT Responsible and the IAA Global Sustainability Council, open up the doors of the LIONS Sustainability Hub.</p> <p>The event will feature Ad Net Zero, UN Global Compact, Creatives for Climate, The Creative Ladder, The Lotus Flower and Open Chair along with Oskar Metsavaht – founder of Osklen, and UNESCO Goodwill Ambassador for Sustainability.</p> <p>Come and be part of an inspiring conversation with fellow changemakers, creatives and curious minds about the solutions available for a sustainable future for all.</p>
15:30 - 16:45 <u>CLASSROOM</u>	<p><b>Time to Work on the Brief</b></p>
17:30 - 18:30 TERRACE	<p><b>Happy Hour on the Terrace (Optional)</b></p> <p>Come together with your fellow delegates for sunset drinks on The Terrace.</p>
17:30 - 18:30 CAMPUS STAGE	<p><b>Year of Creativity Live Workshop: Nurturing Ideas for Marketing Brilliance (Optional)</b></p> <p>This 20-minute talk from the authors of the best-selling book A Year of Creativity (shortlisted for the Best Business Book Awards) explores how creative thinking in marketing and advertising thrives when diverse teams collaborate effectively. We'll demonstrate how involving everyone-regardless of department-leads to resonant ideas that can win hearts and minds. Data takes you so far but glorious, messy, emotional humanity is crucial for success.</p> <p>The workshop introduces practical techniques for creative problem-solving before challenging teams to tackle real marketing scenarios. This isn't just theory; it is creative ideation in action.</p> <p><b><i>Kathryn Jacob OBE, Author, SAWA President, and Pearl &amp; Dean CEO, SAWA</i></b>  <b><i>Sue Unerman, Global Chief Strategy Officer, Brainlabs</i></b></p>
19:00 - 21:00 LUMIERE THEATRE	<p><b>Wednesday Awards Show (Optional)</b></p> <p>Celebrate another night of creativity in action and see who takes home Lions in the Creative B2B Lions, Creative Data Lions, Social &amp; Creator Lions, Direct Lions, Media Lions and PR Lions. Doors open at 6pm.</p>
<b>Thursday 19 June</b>	<p><b><i>The Power of Ideas, Storytelling, and Craft</i></b></p>

09:00 - 09:15 <u>CLASSROOM</u>	<b>Morning Check-in: Day Four</b>  <i>Lissy Calienes, Academy Dean</i> <i>Claudia Matjushin, Alumni Tutor</i>
09:15 - 10:30 <u>CLASSROOM</u>	<b>Work on the Brief - Alumni mentoring session</b> We are bringing in the not-so-old souls to help you nail this brief. Star Alumni of the Roger Hatchuel Student Academy come back to assist your team with the campaign's creation process! This is the perfect chance to refine and bulletproof your idea.  <i>Aneta Lišková, Copywriter, WMC/GREY</i> <i>Gabriel Sehringer, Associate Creative Director, Rethink</i> <i>Lisa Glonti, Art Director / Concept Creative, Grabarz &amp; Partner</i> <i>Oana Oprea, Head of Digital &amp; Brand Strategist, Jam Session Agency</i> <i>Samuil Petkov, Managing Director, All Channels Comms</i>
10:30 - 11:15 PALAIS	<b>Pick your talk</b> Find a session that interests you, consider attending a talk in the Palais.
11:30 - 11:45 <u>CLASSROOM</u>	<b>Reflection Time</b>
11:45 - 12:30 <u>CLASSROOM</u>	<b>Creative Ideas to Inspire Future Generations</b> Hear from Our LEGO Agency - the internal creative & strategic agency at the LEGO Group - as to how their work - and recent campaign She Built That – is designed to inspire & empower future generations of builders. In this session, you'll hear how cultural statements, authentic voices and a clear purpose can elevate storytelling & craft to another level (with bonus points for an awesome soundtrack!)  <i>Nic Taylor, SVP Our LEGO Agency, The LEGO Group</i> <i>Carlo Cavallone, VP, Head of Global Creative, Our LEGO Agency, The LEGO Group</i>
12:30 - 14:00 CAMPUS	<b>Lunch &amp; Work on the Brief</b>
14:00 - 15:00 <u>CLASSROOM</u>	<b>Immersive Creativity Workshop</b> 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 AI. Together, we will investigate the latest tech innovations and trends, gain insights into how they work and how they can become powerful tools of 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.  <i>Sasha Jiang, AR/VR Creative, Digitas UK</i>
15:15 - 16:15 <u>CLASSROOM</u>	<b>Mastering Creative Skills</b> Industry leaders share insights on the creativity and key skills needed to succeed in today's creative landscape.  <i>Speakers to be announced!</i>
16:30 - 17:30 <u>CLASSROOM</u>	<b>Improv Session</b> <i>To be improvised!</i>  <i>Helen Tiffany, CEO, The Coach House</i> <i>Lissy Calienes, Academy Dean</i>
17:30 - 18:30 TERRACE	<b>Happy Hour on the Terrace (Optional)</b> Come together with your fellow delegates for sunset drinks on The Terrace.

17:30 - 18:30 CAMPUS STAGE	<p><b>What Surviving a Culture-War Attack Taught Me About Creative Bravery (Optional)</b></p> <p>This empowering session is for anyone looking to strengthen their creative courage and resilience—especially in the face of adversity.</p> <p>For the first time ever, Genie takes the stage to share his personal story of being the target of a coordinated media campaign. With candor and insight, he reveals what it truly means to stand up for yourself and your ideas—and the unexpected ways those two are deeply connected.</p> <p>By night, Genie is a celebrated star of RuPaul's Drag Race. By day, he leads creative efforts for the world's most iconic media brands. Come prepared for a powerful, deeply personal talk about identity, integrity, and the boldness it takes to lead with both.</p> <p><b>Genie Gurnani, Speaker and Host, Dream Sequence</b></p>
19:00 - 21:00 LUMIERE THEATRE	<p><b>Thursday Awards Show (Optional)</b></p> <p>A big night for bold ideas. Join us at tonight's Awards Show to see the winners in the Brand Experience &amp; Activation Lions, Creative Business Transformation Lions, Creative Commerce Lions, Creative Effectiveness Lions, Creative Strategy Lions, Innovation Lions and Luxury Lions. Doors open at 6pm.</p>
<b>Friday 20 June</b>	<b>Me and My Future</b>
09:00 - 09:15 <u>CLASSROOM</u>	<p><b>Morning Check-in: Day Four</b></p> <p><i>Lissy Calienes, Academy Dean</i> <i>Claudia Matjushin, Alumni Tutor</i></p>
09:15 - 11:15 <u>CLASSROOM</u>	<p><b>Brief Presentations</b></p> <p>Now's your moment! Present your response to the brief in front of your cohort and client.</p>
11:45 - 12:30 <u>CLASSROOM</u>	<p><b>Nothing Changes If Nothing Changes</b></p> <p>In an age of automation and information overload, our most powerful advantage remains distinctly human: creativity. Yet most brainstorming methods feel tired, chaotic, or ineffective. This workshop offers a reset—a series of visual thinking techniques designed to reconnect you with your innate creative intelligence. This hands on workshop taps into the brain's natural patterns of imagination and association, we'll reawaken the part of you that thinks differently, sees connections, and generates ideas with clarity and confidence.</p> <p><i>David Shing, Digital Prophet, Shingy</i></p>
13:00 - 14:00 <u>CLASSROOM</u>	<p><b>Wrap Up (over Lunch)</b></p> <p>Key takeaways from our week of Funspiration and Personal Action Planning</p> <p><i>Lissy Calienes, Academy Dean</i> <i>Claudia Matjushin, Alumni Tutor</i></p>
14:00 - 14:30	<b>Time for Photos</b>
14:30 CAMPUS STAGE	<b>GRADUATION!</b>
19:00 - 21:30 LUMIERE THEATRE	<p><b>Friday Awards Show</b></p> <p>End the week on a high. The final Awards Show celebrates the best in Film Lions, Titanium Lions, Sustainable Development Goals Lions and Glass: The Lion for Change, along with this year's Special Award winners. Doors open at 6:00pm.</p>

21:00 - 01:00  
CARLTON BEACH

### **Closing Party – A Celebration for All!**

After the last Lion of 2025 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.