

SEE IT BE IT

Entry Kit 2027

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 available by application only, See It Be It brings up to 20 creatives from around the world together over an intense five-day programme at Cannes Lions.

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 helped over 180 women and non-binary people from 46 countries accelerate their careers.

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 above – 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. This includes both cis and trans women. You need to work in a mid-level to senior position in advertising, marketing, filmmaking, innovation, editorial, design, PR or any other related discipline. 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 1000 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 90 See It Be It alumni and industry leaders to create a shortlist of around 50 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 See It Be It team at LIONS. 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 can create an environment where others feel inspired to follow.
- COMMUNITY FOCUS | You build strong relationships, creating a sense of belonging and support within your community.
- RESILIENCE AND ADAPTABILITY | You overcome challenges both personal and professional. You can adjust to new trends, technologies and market conditions.

Getting ready to apply

Prepare to apply for See It Be It by looking at the questions that'll be asked on the form below.

We encourage you to anonymise your submission as much as possible without it impacting the stories, journeys or accomplishments you'd like to share with us. This is to avoid any potential biases from Juries if you have campaigns/ brands/agencies in common.

This could include omitting the names of specific brands, agencies or industry figures and avoiding mentioning specific campaigns by name.

Tip: to get the best out of your application, make sure to add cultural context in your answers so that the Jury has as much detail as possible.

Mandatory questions

1. In a video, tell us how being a part of See It Be It 2027 will aid your career.
   (1 minute 30 seconds or less).
2. How has creativity shaped your journey?
   (250 words)
3. Tell us about a piece of work you're most proud of producing and why.
   (250 words)
4. What type of leader do you want to be and why?
   (250 words)
5. As a woman or non-binary person, which challenge in the industry has impacted you the most? How do you manage this challenge?
   (250 words)
6. We'd love to get a glimpse into your creative thinking. This could be through your portfolio, a personal project or anything else that showcases who you are as a creative and your passion for the industry. Please attach a link to one example of the above.

When will I know if my application was successful?

All applicants will be notified of the outcome of their application **by 1 February 2027.**

What could my See It Be It experience look like?

These are personalised sessions pulled from the See It Be It 2026 programme schedule:

- 'What to Do When You've Messed Up – Session of no shame' with Josy Paul
- 'How to Play it Politically in a Big Network' with Ndidi Oteh
- 'Cannes Copy Safari' with Vikki Ross
- 'Own Your Worth: The Negotiation Playbook for Women and Underrepresented Leaders in Creativity' with Laura Florence and Larissa Zucatelli
- 'Building the Agency of Your Dreams' with Sylvia Vitale Rotta

Plus, you'll have time to explore the Festival, get reserved seating at the Cannes Lions Awards Shows and take part in daily Happy Hours and networking events.

Advice from the Jury

We asked our Jury:

'If you could give one piece of advice to this year's applicants, what would it be?'

(All responses are anonymous, but from our 2024 SIBI Jury Members)

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 programme 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 the industry?"

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

"A programme like this intuitively might tell you to 'show off'. To appear 'perfect'. But my advice would be to be honest, real and genuine. Talk about what your experience has been being a woman or non-binary person in advertising, what this programme could do for you and what you'll do if you're a part of it."

YOU ARE READY

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

"Go for all of it. This programme will help you to bury the impostor's voice inside you and will help you see yourself 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're doing adds up with the values you hold close and connect with how you're feeling. So, give it a shot – regardless of whether you feel ready. Speak your truth, share your lived experiences in the industry – that's what will make your application powerful."

"Don't let your inner voice convince you that you have to be 'better' to be qualified."

BE THE CHANGE

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

"This application is not about your job skills, CV or work experience interview. It's about you and how your perspective, voice, values, creative vision and 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 for women who might not know that they're not alone. But I also want to know what you'll do when 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 when you have access to

women and people who look or think like you. The hardships are what we have in common, but what you bring to this industry is unique to you."

Apply here

FAQs

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 questions, please contact seeitbeit@canneslions.com







