



| SEE IT BE IT

Entry Kit 2026

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. 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 150 women and non-binary people from 35 countries.

What does the programme include?

If you're selected for See It Be It, you'll get a fully funded trip to Cannes Lions, 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 1000 applications for See It Be It – and we judge every application on its own merits through a rigorous three-stage process.

After creating a world-class shortlist via our SIBI alumni jury, 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'll be asked on the application form below.

We encourage all applicants to anonymise your submissions 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. How will being a part of See It Be It 2026 aid your career? (250 words)
2. How has creativity shaped your journey? (250 words)
3. In a video, tell us about a piece of work you're most proud of producing and why (1 minute 30 seconds or less).

4. Describe a way you would extend the knowledge from See It Be It to others in your community and what topic do you think would resonate most with your region? (250 words)
5. What type of leader do you want to be and why? (250 Words)
6. What is the biggest challenge women and/or non-binary people face in the industry? How do you manage this challenge? (250 Words)
7. 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.

This question space is for you.

You can drop a link to your portfolio or website, tell us about a separate passion project, or a story about your creative journey you'd like to share.

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 See It Be It event? (SIBI Connect, SIBI Digest, or a SIBI Regional)

When will I know if my application was successful?

All applicants will be notified of the outcome of their application by 22nd January 2026.

What could my See It Be It experience look like?

These are personalised sessions pulled from the See It Be It 2025 programme schedule:

- "Creative Bravery and Legacy Work" with Kory Marchisotto
- "How to Make Enemies and Influence the Future of Creativity" with Laurel Stark
- Tour of the Design Work with Jessica Walsh
- "Own Your Worth: The Negotiation Playbook for Women in Creativity" with Laura Florence, Larissa Zucatelli & Camila Moletta
- "The Be It Brief" with Bonnie Wan

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

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?

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**

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.