



Effie Effectiveness Accelerator

Agenda 22nd- 26th of June

JUNE 22-23 (MONDAY & TUESDAY): CURATED TALKS

The program kicks off with two curated days of Festival content, immersing you in world-class creativity and effectiveness insights. These are optional. Try to meet your Effie Effectiveness Accelerator partner for a short walk and talk during this time to discuss what you've learned so far.

JUNE 24-26 (WEDNESDAY, THURSDAY, AND FRIDAY AM): LEARNING PROGRAMME

Over 2.5 days, you will tackle hands-on training - diving deep into proven marketing effectiveness strategies and gain behind-the-scenes insights from industry leaders. Please attend all sessions. **Location:** Salle De Presse - 3rd Floor, Le Palais de Festivals

MONDAY 22 JUNE

<p>All Day 09:00- 18:00</p>	<p>Salle De Presse, Palais</p>	<p>Innovation Lions Shortlist Presentations - Live Judging in Action Experience the judging process like never before. Watch as Jurors analyse the shortlisted work for the coveted Innovation Lions Award.</p>
<p>10:00</p>	<p>Lumière Theatre, Palais</p>	<p>AB InBev: Creative Marketer of the Year The 2026 Creative Marketer of the Year is AB InBev, the first company in history to receive this accolade three times. Since 2021, the global brewer has pursued a bold strategic shift, placing creativity at the centre of its growth model [read more]. Marcel Marcondes, Global CMO, AB InBev</p>
<p>11:15</p>	<p>Debussy Theatre, Palais</p>	<p>Lion of St Mark Seminar Susan Credle This year's Lion of St Mark honours Susan Credle, whose career spans more than four decades and has helped shape some of the most iconic and effective work in modern advertising. From launching the beloved M&M's characters to guiding enduring platforms like Allstate's Mayhem and McDonald's Happy Meal literacy campaigns, Credle's work has consistently combined creativity with cultural and commercial impact [read more]. Susan Credle, Former Chair & Global Chief Creative Officer, FCB</p>
<p>1:30</p>	<p>The Terrace, Palais</p>	<p>Cultural Curiosity. Three Minutes. Three Slides. Three Signals. Join this curiosity orchestra of seven global futurists, strategists and trend forecasters sharing their symphony of signals. A rapid format of three trends, over three slides, within three minutes, all designed to surface what's catching their curiosity [read more]. Amy Daroukakis, Global Cultura Strategist, Culture Connectors Amiyra Perkins, Cultural Foresight, Pinterest Rob Estreitinho, Salmon Labs, Founder + More</p>

14:30	The Forum, Rotonde	<p>Effectiveness Decoded: Outsmart to Outlast</p> <p>Join Effie Worldwide, the global authority on marketing effectiveness, to tackle the ultimate challenge: sustaining success in today's competitive landscape. Breaking through as a challenger brand is one thing, but staying on top? That's the true test of greatness [read more].</p> <p>Carley Caldas, SVP Marketing & Creative, EOS Products Vincenzo Riili, CMO, IKEA Karina Wilsher, Partner & Global CEO, Anomaly</p>
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WELCOME RECEPTION

15:00	Verriere Californie, Palais	<p>Kick off the week in style, with an afternoon of light bites and drinks, hosted by Traci Alford, CEO, Effie. This your chance to connect with your cohort, spark new conversations, and initiate relationships that will shape your journey ahead.</p> <p>Marcel Marcondes, Global CMO, AB InBev Traci Alford, CEO, Effie Karina Wilsher, Partner & Global CEO, Anomaly</p>
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OPTIONAL CURATED CONTENT

17:00	The Forum, Rotonde	<p>Inside One of the World's Most Creative Industries: Brazilian Carnival</p> <p>How do you deliver a live global experience with zero tolerance for delay, failure, testing or fixes? Brazilian Carnival is not chaos folklore or instinct - it is one of the most disciplined creative industries on earth. Join this session for a masterclass in execution under pressure, where audacious ideas survive only because method logistics, leadership and culture hold them together [read more].</p> <p>Sérgio Gordilho, Chief Creative Officer, Africa Creative Alberto Pitta, Founder and Creative Director, Cortejo Afro Bahia Carnival Sidnei França, Creative Executive and Carnival Artistic Director Annik Salmon, Carnival Designer and Costume Designer</p>
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AWARDS

19:00	Lumière Theatre, Palais	<p>Monday Awards Show</p> <p>Kick off the Festival with the first Lion winners of 2026. Tonight's Awards Show celebrates excellence in the Pharma Lions, Health & Wellness Lions, Print & Publishing Lions, Outdoor Lions, Audio & Radio Lions, Creative B2B Lions, Creative Brand Lions and select Special Awards. Doors open at 6pm.</p>
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TUESDAY 23 JUNE

<p>09:10</p>	<p>LIONS Insights & Strategy Summit, Le Majestic Hotel</p>	<p>From IKEA's Brand Tracking to Brand Growth Brand trackers are often treated as KPI dashboards - useful for reporting but limited in answering the key question: What are our pathways to growth? At IKEA, we redesigned global brand tracking to move beyond measurement and turn it into a strategic decision-making tool. We shifted from tracking our own footprint to understanding the total market, integrating consumers, competitors and category dynamics while combining global scale with local context [read more].</p> <p>Alexander Shmelkov, Director Global Brand Tracking, IKEA Sylvia van der Waal, Global Brand & Marketing Insights Leader, IKEA</p>
<p>10:00</p>	<p>Lumière Theatre, The Palais</p>	<p>The Cannes LionHeart Seminar Oprah Winfrey Each year, Cannes Lions honours an individual who has harnessed their platform to make a meaningful and lasting impact on the world, recognising those who use creativity, influence and leadership as a force for good.</p> <p>The recipient of the 2026 Cannes LionHeart is Oprah Winfrey. One of the Festival's most prestigious Awards, it celebrates individuals who are driving positive change, challenging the status quo, and inspiring others through their actions and their voice.</p> <p>Phil Thomas, Chairman, Cannes Lions Oprah Winfrey, Global Media Leader, Producer, Philanthropist</p>
<p>11:15</p>	<p>Debussy Theatre, Palais</p>	<p>Advertising in the Age of AI Advertising is shifting from a media operating model to an intelligence operating model. As AI becomes the interface through which people search, learn and act, brands are entering conversational environments that are interactive, personalised and utility-driven. This session explores what that shift means for CMOs, agencies and media platforms, from how brands engage audiences to how creativity, media and workflows evolve as AI becomes an operating layer across the marketing system. OpenAI will share the principles guiding responsible commercial participation inside intelligent systems and the practical capabilities organisations need to build to compete in an AI-native advertising ecosystem [read more].</p> <p>Denise Dresser, Chief Revenue Officer, OpenAI</p>
<p>13:45</p>	<p>Rotonde Stage, Rotonde</p>	<p>The Anatomy of an Icon Heritage brands hold a hidden advantage: decades of creative work that shaped culture, emotion and identity. But what if AI could decode why certain ideas endure - and help design what comes next? In this session, The Estée Lauder Companies partners with Meta to explore "The Anatomy of an Icon" - how AI can analyse a heritage archive to uncover the emotional signatures, sensory patterns and creative decisions behind iconic ideas. Using beauty - the most emotionally expressive creative category - as a living case study, we examine how artistry, representation, innovation and cultural relevance evolve over time, and what they reveal about lasting impact [read more].</p> <p>Nicola Mendelsohn, Head of Global Business Group, META Aude Gandon, Chief Digital & Marketing Officer, The Estée Lauder Companies</p>

14:00	Audi A, Palais	<p>Live from Cannes: Effie x On Strategy Showcase</p> <p>Effie x On Strategy will be bringing together the brightest minds in marketing to dissect the strategies behind the world's most impactful campaigns. Hosted by Fergus O'Carroll, this event promises an exclusive look into the winning cases from the Global Best of the Best and US awards, featuring insights from the people who created and judged them.</p> <p>Prepare to be inspired by thought-provoking discussions, behind-the-scenes revelations, and actionable insights that define marketing effectiveness.</p>
15:15	Rotonde Stage, Palais	<p>Inside Coach's Playbook: Turning a Product into a Cultural Platform</p> <p>In this session, learn how Coach earns cultural relevance by participating in culture, not broadcasting to it. Unpack how to connect with Gen Z through co-creation, turn products into platforms for participation and align brand purpose with real behaviours. Walk away with practical strategies to drive engagement, build community and unlock sustainable growth with the world's most influential audience [read more].</p> <p>Joon Silverstein, CMO, Coach Julia Holtback Yeter, Creative, Forsman & Bodenfors</p>

COCKTAIL RECEPTION

17:00	Press Conference Terrace, Palais	<p>Global Effie Best of The Best Cocktail Party</p> <p>Please join us as we raise a glass to the brilliant teams behind the most effective marketing efforts from across the globe.</p>
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WEDNESDAY 24 JUNE - LEARNING PROGRAMME - DAY ONE

Location: Salle De Presse - 3rd Floor, Le Palais de Festivals

9:30	<p>Coffee & Mingle</p> <p>Arrive at 9:30 for breakfast, coffee, and mingling with your fellow cohort. .</p>
10:00	<p>Opening session with Effie Academy Effectiveness Coaches</p> <p>Hayley Spurling and Danielle Tenconi will kick off the session and dive into the agenda.</p>
10:35	<p>The Effie Framework</p> <p>A proven four pillar methodology for driving marketing effectiveness and the core of the Effie Awards.</p>
11:20	<p>Insight Exchange</p> <p>Share perspectives about what it takes to drive growth and what gets in the way vs. the FW - agencies vs clients vs media/platforms.</p>
11:45	Break (15 mins)
12:00	<p>Learn from an Effie Winner: Secrets of Effectiveness in Pillars 1 & 2</p> <p>Great work is never born from the obvious. In 2026 we bring the challenge and the idea together, because the sharpest objectives and most powerful insights are two halves of the same craft. Drawing on years of leading strategy, Ellie Bamford takes you behind the scenes on reframing a brief into an incisive</p>

	<p>challenge—one that cuts past the surface to the consumer behavior change that drives growth. From there we enter the engine room of insight and ideas: telling a good insight from a great one, refining ideas from solid to exceptional, and the everyday habits that uncover what others miss. Expect candid lessons on excellence, the behaviors defining great partners and clients, and honest reflection on hard-won mistakes</p> <p>Ellie Bamford, Chief Strategy Officer North America, VML</p>
12:45	Lunch together (45 minutes)
13:35	Debrief and Review of Pillars 1 & 2
14:10	Questions & Wrap Up

OPTIONAL CURATED CONTENT

15:45	The Forum, Rotonde	<p>The Startling Power of Surprise</p> <p>As marketers, we tend to think of surprise as an executional device. But we should be thinking of it as a strategic tool, a powerful multiplier for impact and effectiveness. Because the opportunity here is huge: while as humans, we all have the craving for surprise as fundamental human trait, we're living in an increasingly algorithmically driven world whose 'personalisation' gives us increasingly less surprise in our lives, by giving us content it knows we already like [read more].</p> <p>Adam Morgan, Founder and Author, EATBIGFISH Jon Evans, Creator and Host, UNCENSORED CMO</p>
16:00	Rotonde Stage, Rotonde	<p>Cracking B2B Creativity: The Buyability Levers That Power Successful Campaigns</p> <p>B2B is a US\$20tn category with a creativity problem: we're just not clear on the emotional levers that drive commercial and brand success. This session will crack that problem, unveiling new research from LinkedIn and WARC unlocking how to be 'buyable' in B2B [read more].</p> <p>Mimi Turner, Head of Marketplace Innovation, LinkedIn Jim Lesser, Chief Brand Officer, ServiceNow</p>
16:45	The Forum, Rotonde	<p>Creativity over Clicks: Reclaiming Retail Media for Brand Building</p> <p>This session challenges the industry to reclaim the retail feed and illustrates why leading brands must expand consumer relationships for a new era of value creation. Learn how Mars is transforming the shopper journey into a seamlessly connected experience and why creativity remains the ultimate growth lever [read more].</p> <p>Pedr Howard, President, Creative Excellence, IPSOS Gülen Bengi, Lead CMO and Chief Growth Officer, Mars</p>

AWARDS

19:00-21:00	Lumière Theatre, Palais	Wednesday Awards Celebrate another night of creativity in action and see who takes home Lions in the Creative Data Lions, Social & Creator Lions, Direct Lions, Media Lions, PR Lions and select Special Awards. Doors open at 6pm.
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THURSDAY 25 JUNE - LEARNING PROGRAMME - DAY TWO

Location: Salle De Presse - 3rd Floor, Le Palais de Festivals

10:00	Power Up & What Separates the Winners in Pillar 3
10:30	Dishing the dirt on Pillar 3: What really happens to make outstanding work that effectively brings the strategy to life How do you turn bold strategy into breakthrough execution? In this discussion featuring leaders from Mischief, you'll hear how powerful ideas are brought to life - and the real-life hurdles that come with it. Expect an honest look at creative collaboration, tough decisions, and what it really takes to get to outstanding work. They'll dive deep into the tactical realities: navigating internal tensions, external pressures and keeping execution tethered to strategic intent. Expect real-world stories and the kind of perspective rarely shared on stage, plus a Q&A that invites equally honest dialogue. Jeff McCrory, Chief Strategy Officer, Mischief @ No Fixed Address Dana Buckhorn, Creative Director, Mischief @ No Fixed Address
11:20	Break (15 mins)
11:35	What Separates the winners in Pillar 4
11:50	Spotting the BS in Pillar 4 It's easy to impress with numbers - but harder to prove real impact. This session focuses on real (anonymized) case studies where the metrics missed the mark - whether due to weak objectives, unclear attribution, or data that looked better than it really was. Designed to challenge how effectiveness is measured and reported at the highest level, you'll learn why rigorous measurement matters, practical ways to strengthen credibility, how to influence internal expectations, and set yourself up for credible, defensible results. Includes a live Q&A for real-time dialogue. Connor Archbold, Founder & CEO, Tracksuit
12:45	Lunch together (45 minutes)
13:15	Lead Differently: An Offscript Conversation with Jae Goodman What does it <i>really</i> take to lead effective marketing today? In this candid, off-the-record conversation, Jae Goodman goes beyond the case studies to talk leadership in the real world - where future vision, stakeholder influence, decision-making, and creative bravery collide. They'll unpack what it means to lead with resilience and courage, how to build capability within teams, and what it takes to stay effective in a fast-changing environment. Expect honest reflections on tough calls, personal turning points (including the decision to walk away), and practical advice for those ready to lead differently. For leaders navigating high-stakes environments,

	evolving teams, and rising expectations, this is a rare chance to learn from the lived experience of two of the industry's most respected voices. Audience Q&A to explore the conversation further. Jae Goodman, Founder & CEO of Superconnector Sports
14:15	Debrief + Wrap Up

OPTIONAL CURATED CONTENT

16:00	Rotonde Stage, Rotonde	<p>Go Big... Or Just Keep Posting? The New Battle for Growth</p> <p>What happens when one of marketing's sharpest minds meets a platform reshaping how scale is built in an always on world?</p> <p>In this candid discussion from the Institute of Practitioners in Advertising, Les Binet is joined by Adrian Adaramoye from TikTok to examine one of marketing's biggest questions: what really drives growth - big brand-building moments or continuous activation across diverse communities? [Read more].</p> <p>Les Binet, Marketing Effectiveness Expert, Les Binet Consulting Karen Martin, CEO, BBH London Adrian Adaramoye, Group Lead - Global Accounts and Agencies, Tiktok</p>
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CMO ACCELERATOR x VAYNER DRINKS [OPTIONAL]

19:00	Chez Vayner, 2 Pl. du Général de Gaulle	<p>Mixing & Mingling With Modern Marketers, Hosted by Advertising Legend, Jim Stengel</p> <p>Celebrate the 2026 CMO Accelerator Programme at our exclusive cocktail reception at Chez Vayner.</p> <p>This gathering unites past, present, and future participants in a powerful networking experience that transcends typical industry events. As you enjoy premium cocktails and connect with fellow marketing innovators, this evening offers unparalleled opportunity to strengthen relationships that will define marketing's future.</p>
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AWARDS

19:00	Lumière Theatre, Palais	<p>Thursday Awards</p> <p>A big night for bold ideas. Join us as at tonight's Awards Show to see the winners in the Brand Experience & 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>
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FRIDAY 26 JUNE - LEARNING PROGRAMME - DAY THREE

Location: Salle De Presse - 3rd Floor, Le Palais de Festivals

10:15	Now You're the Judge - Evaluating Effectiveness Following reflections from the previous day and a morning power-up, it's your turn to sit in the judge's seat. Dive deep into campaign effectiveness, apply what you've learned and evaluate the work through the lens of strategic impact- just like an Effie juror.
11:45	Break (15 mins)
12:00	Action Planning & Wrap A special session to maximise the impact of participating in this Effie Effectiveness Accelerator cohort. You'll leave with personal connections and an action plan to apply learnings from Cannes Lions to grow your organisation's effectiveness.

Cannes Lions Events

14:00	The Cannes Lions Wrap-Up Live Return to your office ready to deliver an impressive review of the biggest trends and hottest talking points that emerged at the Festival, from the Palais stages to the results from the Jury rooms. Expect analysis of the biggest winners, actionable learnings from Jury Presidents and early access to insights from the team of writers and industry experts that puts together the eagerly anticipated and much-used Cannes Lions Wrap-Up Report [read more].
21:00	Closing Party - A Celebration for All! @ Carlton Beach - You have access to VIP Area