



Cannes Lions Press Accreditation Eligibility Criteria

Press Passes at the Cannes Lions Festival of Creativity (the **Festival**) will only be granted to working press that cover the creative marketing industries and align with the Festival agenda. Only actively covering legitimate media will be considered for press accreditation. Press Passes, which provide you access to the Festival, Award Shows and the Press Centre facilities, are subject to approval by the Cannes Lions Press Team.

All accredited press must comply with our [Press Terms and Conditions](#) and [Press Code of Conduct](#).

Eligibility Criteria

All Applications

- To apply for press accreditation for the 2025 Festival, you must be on assignment from a relevant media outlet or publication. Only actively covering, legitimate, media will be considered for press accreditation solely for the purpose of enabling journalistic reporting and editorial coverage of the Festival.
- Each individual application for a Press Pass must be supported with a valid **Letter of Assignment**. A Letter of Assignment will only be valid if it has been written by the assigning editor / producer and contains the following information:
 - description of your relevant media outlet / publication / network / station (as applicable);
 - the name of the individual(s) attending the Festival;
 - the capacity pursuant to which the individual is attending the Festival (journalist, freelancer, contributing author, photographer, analyst, trend forecaster, social media, videographer or production crew); and
 - a copy of your proposed Festival coverage (which, for Social Media Professionals) must include your plan pre-, during and post-Festival.
- If you have been granted a Press Pass to any previous Festivals, you must supply evidence of the previous coverage you have produced to be reconsidered for a Press Pass for the 2025 Festival.
- If you are submitting applications for Press Passes for multiple attendees, only one Letter of Assignment is required. However, this must include the required information (as detailed above) for each named individual attending the Festival pursuant to your assignment. You must attach the letter directly to each individual Press Pass application.



- Other professionals that are not full-time members of the press must register as a delegate to attend the Festival.
 - Press Passes will not be granted to roles that include (but are not limited to) publishers, general managers, account managers, sales representatives, brand ambassadors, PR/marketing and non-editorial media professionals or anyone whose principal purpose for attending the Festival is for reasons other than covering the Festival as working news media.
 - Communities, forums, newsletters and user groups will not be considered for Press Passes.

Contributing Authors / Freelancers

- In addition to the Letter of Assignment, you must supply a minimum of three articles published within the last nine months accompanied with your byline (which shall be used for no other purpose other than to assess your eligibility, unless we have your prior written consent).

Sole Practitioners

- If you are a sole practitioner for your own website, blog, social media channel (or other relevant outlet), you must submit a Letter of Assignment for yourself in order to complete the application.

Photographers, Videographers and Production Crew

- If you are a photographer, you must include a portfolio of work published within the last year, with your application.
- If you have attended the Festival previously, you must attach a portfolio of work previously taken to be reconsidered for a Press Pass for the 2025 Festival (which shall be used for no other purpose other than to assess your eligibility, unless we have your prior written consent).



Industry Analyst / Trend Forecaster

- If you are an analyst or trend forecaster, you must supply a minimum of three articles published within the last nine months accompanied with your byline or a market research report from the past nine months listing you as a contributor (which shall be used for no other purpose other than to assess your eligibility, unless we have your prior written consent).

General

Requests for Press Passes must be submitted via the official online process. Incomplete applications, application requests or supporting documents sent by email will not be accepted.

All Press Passes are subject to approval by the Cannes Lions Press Team in their sole discretion. All information which you submit must be true and accurate. We may request additional information to establish whether you are eligible for a Press Pass. In the event that you fail to provide any additional information by the deadlines set by us, or if we reasonably believe that any information you have submitted is false, inaccurate or misleading, your application for a Press Pass will be withdrawn.

The Cannes Lions Press Team reserves the right to approve or deny accreditation. The decision is final and cannot be appealed.