

Day 1: Monday 20 June

09:30 - 10:30 Academy Session

Welcome session

10:30 - 11:00 Academy Session

Blippar

The first of two briefs that you will be set to work on, see separate document

11:00 - 12:30 Academy Session

Storytelling According to the Gospel of James Brown

Mary Lee Copeland, Founder, The (next level) Storytelling Academy

The (next level) Storytelling Academy Executive Creative Director, Mary Lee Copeland, takes you on a journey that is emotional, an experiential theme clarification and story structure exercise.

Key Learning Takeaways

- Review emotional structure as it relates to storytelling and drama
- Theme clarification and strengthening

12:30 - 13:00 Lunch

Suggested session:

13:00 - 13:30 Festival Content Forum

Can Trolling be a Force for Good in Advertising?

Ami Hasan, Chairman, hasan & partners

Jani Leinonen, Artist & Activist

Eka Ruola, CCO & CEO, hasan & partners

13:45 - 14:45 Academy Session

Decoding Innovation

Yonathan Dominitz, Founder, Mindscapes

Ravid Kuperberg, Partner & Creative Thinking Trainer, Mindscapes

How can a structured methodology boost innovative thinking? By deconstructing the most innovative and creative digital and integrated campaigns, Mindscapes decodes recurring thinking patterns embedded in these ideas. Based on this, Mindscapes has developed a unique set of creative thinking tools, geared to direct the creative mind to deconstruct in order to innovate. Mindscapes tools have a proven record of helping agencies & clients in creating highly creative & effective campaigns. This session presents some of the most innovative and creative winning ideas, as well as the thinking pattern they represent. Each pattern is translated into a tool, which suggests a different disruptive technique to look at a 'current system', be it the digital platform, the product, the brand/company, the medium etc. and suggests how to deconstruct it in order to create innovative ideas. Participants are tasked to apply the tools on real challenges and come up with new creative ideas.

Key Learning Takeaways

- Expand your own creative scope

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- Learn new ways to approach creative challenges
- Learn practical tools for creating new concepts and new campaigns

15:00 - 15:45 Academy Session

7+ to Heaven

Michael Conrad, President, The Berlin School of Creative Leadership

The communication business is the most rewarding business I can imagine - and it was it in my life. But it is also the most demanding I know. Excellence in the work we do is key but quality does not fall from heaven. Talent and Passion are lost without leadership, because creativity is simply 'off the norm'. During my time at Leo Burnett Worldwide we developed a leadership tool focused on 10 qualities key to create communication for our clients to compete successfully in their markets. It did not take long that those well-defined qualities helped growing our creative culture, globally. Within five years 27 agencies were named 'Agency of the Year', some of them more than once. AdAge named us 'Global Agency Network of the Year'. Those recognitions are given for advertising considered outstanding or standard setting, but even more important - for business performance. And the Gunn Report (and the Cannes Festival) listed Leo Burnett Worldwide as the #1 creative agency in the world, I think in 2001. Early 2003 I retired from advertising and began to help establish the Berlin School of Creative Leadership.

Key Learning Takeaways

- It's all about successfully competing
- Focus on real big problems
- Have a standard for creative excellence
- Audit/discuss your work and progress every three months
- Develop leadership skills

17:00 - 18:00 Academy Session

Creative Walkabout with Gerry Human

Gerry Human, Chief Creative officer, Ogilvy & Mather UK

18:00 - 19:00 Drinks - Lions Rooftop Bar

19:00 - 21:00 Awards Ceremony - Lumiere Theatre

21:00 Onwards Young Lions Party - The Terrace

Day 2: Tuesday 21 June

09:30 - 10:00 Academy Session

Start Day 2

10:00 - 11:00 Academy Session

Hard Ass Truths

Pierre Lipton, Chief Creative Officer, 360i

Forget platitudes and generalities. If you want to work in Advertising—which can be amazing, great, fantastic, and exciting—then you should also know what’s hard about it. And you should know, ahead of time, how to push past those things in order to have a great career. In this talk, Pierre will cover everything from what to look for from your first job, how to approach your day-to-day once you get to an agency, what you need to do in order to advance, how to map out a long career in what can be a mercilessly fast-paced and young industry, and how to plan now for your transition, one day, from being a creative to being a creative leader. And he’ll share basic principles for staying sane and happy along the way. He’ll also field any and all questions you may have about this wonderful and crazy business we’re so lucky to call our own.

Key Learning Takeaways

- What to look for from your first job
- How to approach your day-to-day once you get to an agency
- What you need to do in order to advance in your career
- How to map out a long career in the industry
- How to transition from being a creative, to being a creative leader

11:00 - 12:30 Academy Session

The Pop up Agency - See separate document

The second of two 48 hour briefs that you will be set!

Maksimilian Kallhed, Founder & Director, The Pop Up Agency

Abraham Abbi Asefaw, Founder & Director, The Pop Up Agency

12:30 - 13:30 Lunch

13:30 - 14:30 Academy Session

The Madman Who Tried to be a Clown. Bigger, Longer and Uncut

Sergio Spaccavento, Executive Creative Director, Conversion

What is humour? How can it work in advertising? Which is the structure of the jokes? What are the different types of 'funny', and where does each kind work best?

This seminar, delivered by a winning creative clown, will help you learn why and how to use humour as a weapon in advertising, across all media.

You will definitely learn something. You might even laugh. But attending this session will still be better than dying of boredom in a client meeting!

Key Learning Takeaways

- What is humour and how it works
- How to use humour in advertising

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- Humour mechanisms and some examples

14:30 - 16:00 Academy Session

The Pop Up Agency Workshop

Maksimilian Kallhed, Founder & Director, The Pop Up Agency

Abraham Abbi Asefaw, Founder & Director, The Pop Up Agency

16:00 - 16:30 Academy Session

Graham Fink, Chief Creative Officer, Ogilvy & Mather China

16:45 - 17:30 Academy Session

Show Business

Paul Lavoie, Chairman & CCO, Taxi

Advertising is half show, half business. In this session, Paul will delve into the business side it and all its challenges. He will present the idea that one day all of you will run your own business.

17:30 - 19:00 Drinks Lions Rooftop Terrace

19:00 - 21:00 Awards Ceremony Lumiere Theatre

Day 3: Wednesday, June 22

09:30 - 10:00 Academy Session

Start the Day 3

10:00 - 11:00 Academy Session

Creativity: The Science of Knowing What Logical People are Wrong About

Rory Sutherland, Vice-Chairman, Ogilvy & Mather UK

More and more evidence from psychology is beginning to show that creative people's instincts are often right, and the apparently logical people were wrong all along. Knowing this should be set to make all our jobs just a little bit easier.

11:15 - 11:45 Academy Session

The Pop Up Agency - See separate document

Maksimilian Kallhed, Founder & Director, The Pop Up Agency

Abraham Abbi Asefaw, Founder & Director, The Pop Up Agency

11:45 - 12:45 Lunch

14:00 - 14:30 The Red Carpet Stairs

Group Photo Shoot

15:00 - 16:30 Academy Session

Pop Up Agency Presentations

The class will present post the Pop Up Agency's 48 hour brief challenge.

17:00 - 18:00 Academy Session

What's It Like To Start a Start-up?

Mark Van der Heijden, Co-Founder, Wanderbrief

Valentijn van Santvoort, Co-Founder, Wanderbrief

After working at different ad agencies for 8 years, Mark van der Heijden and Valentijn van Santvoort decided to go on an entrepreneurial journey together. On the 4th of February 2016 they launched Wanderbrief; a global community where people exchange their creativity for meaningful work-life experiences abroad. Their Start-up got exposure on Adweek, The Economic Times, SXSW Festival and several media outlets worldwide. Four months later, 5,300+ creatives from 54 countries signed

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up and 100+ companies from all over the world showed interest. Today, they'll share their insights, ups & downs and tips on what it's like to start your own company from scratch.

18:00 - 19:00 Drinks Lions Rooftop Terrace

19:00 - 21:00 Awards Ceremony Lumiere Theatre

Day 4: Thursday, 23 June

08:30 - 09:30 Academy Session

Blippar Presentations

The class will present post Blippar's 48 hour brief challenge.

10:00 - 11:15 Festival Content Lumiere Theatre

New Director's Showcase

Saatchi & Saatchi

11:45 - 13:00 Academy Session

Portfolio Reviews

Portfolio Reviews will allow students to put their work in front of Cannes Lions' judges for instant feedback. Portfolios are a personal statement and showcase of talent, providing insights for potential employers to gauge capabilities. A strong book is an essential component to landing a first job, and insight, tips and suggested tweaks from an industry luminary gives students an invaluable head-start.

13:00 - 14:00 Lunch

15:00 - 16:00 Academy Session

Future Lions Winners

Ian Wharton, Group Creative Director, AKQA and The Future Lions Winners

Now in its 11th year, the Future Lions student creative competition - a collaboration between Cannes Lions and AKQA - challenges the next generation to connect an audience of their choosing to a product or service from a global brand in a way that wasn't possible three years ago.

This year's Future Lions winners are a demonstration that creativity is something best-practiced embracing the useful characteristics of youth. These characteristics, routinely surrendered with age, facilitate the best parts of creativity and guide us to make things that are worthy for the investment of people's time.

17:00 - 17:45 Festival Content Lumiere Theatre

Making Content We Care About

Spike Jonze, Co-President, Viceland, VICE

Shane Smith, Founder & CEO, VICE

18:00 - 18:45 Festival Content Lumiere Theatre

Guinness World Records Official Attempt – Largest Creative Thinking Lesson

Day 5: Friday 24 June

09:30 - 10:00 Academy Session

Start Day 5

10:15 - 11:00 Academy Session

All you Need is Time and Sleep

Razvan Capanescu, Chief Creative Officer, Leo Burnett Romania

A practitioner's guide – scratch that. A story about how to tame time, shared by one who's been there. Time is the key element for manifesting your creativity (everything else you already have inside you, most probably). In this job, you don't have the luxury to wait for divine inspiration to strike. You cannot afford the haughtiness of the artist, who takes his time for his genius to wake up. You need to come up with good ideas fast, often and in large supply. This masterclass will give you a clue (and hopefully more than that) about how much time you actually need to develop great stuff. Not about how much more time you need, but about how to make the best with what you have. Even when there's no more than five minutes.

Suggested Festival Content

11:45 - 12:15 Festival Content Entertainment Live!

Future Five: Innovative New Animators You Need to Know About

BlinkInk

13:00 - 14:00 Festival Content Cannes Lions Beach

Chief Creatives on the Beach

Josefine Richards, Creative Director INGO, Grey and Ogilvy network Grey

Laura Jordan Bambach, Creative Partner, Mr President

Yasuharu Sasaki, Head of Digital Creative, Executive Creative Director, Dentsu Inc

Eleftheria Parpis, Deputy Editor, Campaign US

14:00 - 14:45 Festival Content Terrace Stage

Think Like a Marketer. Behave Like an Entertainer

PJ Pereira, Chief Creative Officer & Co-Founder, Peirira & O'Dell

15:15 - 16:00 Festival Content Debussy Theatre

How to do Terrible Work

Bruce McColl, Global Chief Marketing Officer, Mars

David Lubars, Worldwide Chief Creative Officer, BBDO

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16:15 - 17:15 Academy Session

Graduation

17:00 - 19:00 Drinks Lions Rooftop Terrace

19:00 - 21:00 Awards Ceremony Lumiere Theatre

Day 6: Saturday, 26 June

11:00 - 11:30 Festival Content Debussy Theatre

The Future is Rebellion

Ari Seth Cohen, Founder, Advanced Style

Amani Al-Khatahtbeh, Founder, MuslimGirl

Chris Clarke, Chief Creative Officer, International DigitasLBi

14:00 - 14:30 Festival Content Debussy Theatre

The Disruptive Power of Soft Power

Jose Miguel Sokoloff, President, MullenLowe Group, Global Creative Council

Co-Chairman, Chief Creative Officer, SSP3 Colombia, MullenLowe Group