

# PROGRAMME OF THE WEEK

## 21-27 JUNE 2009

### Saturday 20 June

**13:00 - 18:00**  
Delegate registration opens  
for the week

### Sunday 21 June

**Interactive kiosks open**

● **Seminar: 10:00 - 10:45**  
LBi

▲ **Workshop: 10:00 - 12:00**  
WGSN

● **Seminar: 11:00 - 11:45**  
blinkx

● **Seminar: 12:00 - 12:45**  
Sapient & Coca-Cola

▲ **Workshop: 12:30 - 14:30**  
Adobe

● **Seminar: 13:00 - 13:45**  
Schematic

● **Seminar: 14:00 - 14:45**  
FEDMA

● **Seminar: 15:00 - 15:45**  
BzzAgent

▲ **Workshop 15:00 - 17:00**  
New Content

● **Seminar: 16:00 - 16:45**  
Clownfish

● **Seminar: 17:00 - 17:45**  
Razorfish

### Monday 22 June

**Shortlists, Level -1**  
Exhibitions of Direct Lions/Promo  
Lions/Media Lions/Press Lions/  
Outdoor Lions/PR Lions/Radio  
Lions (Kiosks)/Print Young Lions  
exhibition, Level -1

● **Seminar: 10:00 - 10:45**  
GoViral

▲ **Workshop: 10:00 - 12:00**  
Ohlsonsmith

● **Seminar: 11:00 - 11:45**  
PricewaterhouseCoopers

❖ **Master Class: 11:00 - 12:00**  
TBC

● **Seminar: 12:00 - 12:45**  
Eurosport

▲ **Workshop: 12:30 - 14:30**  
Sony DADC

● **Seminar: 13:00 - 13:45**  
Cone

● **Seminar: 14:00 - 14:45**  
UM

† **Seminar: 15:00 - 15:45**  
SAWA

❖ **Master Class: 15:00 - 16:00**  
Michael Mendenhall -  
Hewlett-Packard

▲ **Workshop: 15:00 - 17:00**  
Tátil Design

● **Seminar: 16:00 - 16:45**  
Twitter With Hill & Knowlton

● **Seminar: 17:00 - 17:45**  
Nordpol+ & IKEA

❖ **Awards: 19:30 - 21:00**  
Promo, PR and Direct Lions  
Awards Ceremony  
Doors open 18:45

### Tuesday 23 June

**Shortlists, Level -1**  
Design Lions exhibition/Cyber  
Lions in Cyber Lounge  
**Winners - Kiosks & Online**  
Direct Lions/Promo Lions/PR  
Lions on www.canneslions.com

● **Seminar: 10:00 - 10:45**  
Textappeal

▲ **Workshop: 10:00 - 12:00**  
Berlin School of  
Creative Leadership

● **Seminar: 11:00 - 11:45**  
Naked Communications

❖ **Seminar: 12:00 - 12:45**  
Isobar

● **Workshop: 12:30 - 14:30**  
Wunderman

▲ **Seminar: 13:00 - 13:45**  
42 Entertainment

● **Seminar: 14:00 - 14:45**  
180 Amsterdam

● **Seminar: 15:00 - 15:45**  
thenetworkone

● **Master Class: 15:00 - 16:00**  
Jonathan Mildenhall -  
Coca-Cola

❖ **Workshop: 15:00 - 17:00**  
Cows In Jackets

▲ **Seminar: 16:00 - 16:45**  
Wunderman

● **Seminar: 17:00 - 17:45**  
Hermann Vaske

❖ **Awards: 19:00 - 21:00**  
Radio, Media and  
Outdoor Lions Awards  
Ceremony  
Doors open 18:15

◆ **21:30**  
Opening Gala

● Debussy, Level +1

† Estérel, Level +5

◆ Carlton Beach

❖ Grand Audi, Level +1

▲ Workshop Area, Level -1

❖ Young Lions Zone, Level -1  
(only available to Young Lions,  
Young Lion Marketers and Students)

Delegate registration hours: 13:00 - 18:00 Saturday 20  
08:30 - 18:00 Sunday 21 - Friday 26  
08:30 - 16:00 Saturday 27

Palais opening hours: 13:00 - 20:00 Saturday 20  
08:30 - 20:00 Sunday 21 - Friday 26  
08:30 - 16:00 Saturday 27

## Wednesday 24 June

**Winners - Kiosks & Online**  
Outdoor Lions/Radio Lions/  
Media Lions on  
www.canneslions.com  
/Media Young Lions Winners

● **Seminar: 10:00 - 10:45**  
Cheil Worldwide

▲ **Workshop: 10:00 - 12:00**  
Microsoft Advertising

● **Seminar: 11:00 - 11:45**  
BBDO Worldwide & Proximity

❖ **Master Class: 11:00 - 12:00**  
Andy Berndt - Google

● **Seminar: 12:00 - 12:45**  
Advertising Age

▲ **Workshop: 12:30 - 14:30**  
Accenture Marketing Sciences

● **Seminar: 13:00 - 13:45**  
JWT

● **Seminar: 14:00 - 14:45**  
Grey Group

● **Seminar: 15:00 - 15:45**  
R/GA & Hewlett-Packard

❖ **Master Class: 15:00 - 16:00**  
PJ Pereira - Pereira & O'Dell

▲ **Workshop: 15:00 - 17:00**  
Psyop

● **Seminar: 16:00 - 16:45**  
Leo Burnett & Contagious

● **Seminar: 17:00 - 18:00**  
Microsoft Advertising

❖ **Master Class: 18:00 - 19:00**  
Steve Ballmer -  
Microsoft Advertising

🏆 **Awards: 19:30 - 21:00**  
Press, Design and Cyber Lions  
Awards Ceremony  
Doors open 18:45

## Thursday 25 June

**Winners - Kiosks & Online**  
Cyber Lions/Press Lions/  
Design Lions on  
www.canneslions.com  
Print/Cyber Young Lions Winners

● **Seminar: 09:45 - 10:30**  
Chinese Advertising Association

❖ **Master Class: 10:30 - 11:30**  
Mark Tutssel - Leo Burnett

▲ **Workshop: 10:00 - 12:00**  
Creative Social

● **Seminar: 10:45 - 11:30**  
DDB Worldwide

🌟 **Seminar: 12:00 - 13:30**  
Saatchi & Saatchi  
New Directors' Showcase

▲ **Workshop: 12:30 - 14:30**  
Vibrant

● **Seminar: 14:00 - 14:45**  
Fitch

● **Seminar: 15:00 - 15:45**  
Syzygy Group & Jägermeister

❖ **Master Class: 15:00 - 16:00**  
Bob Greenberg - R/GA

▲ **Workshop: 15:00 - 17:00**  
LBi

● **Seminar: 16:00 - 17:00**  
Y&R

● **Seminar: 17:15 - 18:15**  
Dentsu

## Friday 26 June

**Shortlist Screenings**  
Film Lions/Titanium and  
Integrated Lions screenings in  
auditoria

▲ **Workshop: 09:15 - 12:15**  
Hyper Island

● **Seminar: 10:00 - 10:45**  
AKQA

❖ **Master Class: 10:00 - 11:00**  
Tham Khai Meng -  
Ogilvy & Mather

● **Seminar: 11:00 - 11:45**  
ACT Responsible, EURO RSCG &  
Kofi Annan

● **Seminar: 12:00 - 13:00**  
The Cannes Debate Presents...

▲ **Workshop: 12:30 - 14:30**  
Organic

● **Seminar: 13:15 - 14:00**  
MOFILM &  
Accenture Marketing Sciences

● **Seminar: 14:15 - 15:00**  
Publicis Worldwide

❖ **Master Class: 15:00 - 16:00**  
Stefan Olander - Nike

▲ **Workshop: 15:00 - 17:00**  
ESPM

● **Seminar: 15:15 - 16:00**  
Digitas

● **Seminar: 16:15 - 17:00**  
Goodby, Silverstein & Partners  
and Biscuit Filmworks

● **Seminar: 17:15 - 18:00**  
Millward Brown

## Saturday 27 June

**Winners - Kiosks & Online**  
Film Lions/Titanium and  
Integrated Lions/ Film Young  
Lions on www.canneslions.com  
from 21:00

● **Seminar: 11:00 - 11:45**  
Profero

▲ **Workshop: 11:00 - 13:00**  
Red Tettemer

● **Seminar: 12:00 - 12:45**  
Lean Mean Fighting Machine

● **Seminar: 13:00 - 13:45**  
The Alchemists

▲ **Workshop: 14:00 - 16:00**  
POKE

● **Seminar: 14:00 - 14:45**  
News Corporation

● **Seminar: 15:00 - 15:45**  
Finch & Partners

🏆 **Awards: 19:00 - 21:00**  
Film, Titanium and Integrated  
Lions Awards Ceremony  
Doors open 17:45

◆ **21:30**  
Closing Gala

Screening hours: 09:00 - 20:00 Sunday 21 - Friday 26  
09:00 - 16:00 Saturday 27

Microsoft Advertising Cyber Lounge: 09:00 - 19:00 Sunday 21 - Tuesday 23  
Level +1 08:30 - 20:00 Wednesday 24  
08:30 - 16:00 Thursday 25 and Friday 26  
09:00 - 13:00 Saturday 27

More information on  
[www.canneslions.com](http://www.canneslions.com)

Results available on  
[www.canneslions.com](http://www.canneslions.com)