



Sunday 16th June

15:00-15:30

CAMPUS STAGE

Academy Kick-off

The Cannes Lions School welcomes you to Cannes Lions 2019!

The Cannes Lions School Team
Rocio Ramirez, Young Lions Academy Ambassador
Nick Law, Cannes Lions School Chairperson and Chief Creative Officer Publicis Groupe
& President of Publicis Communications at Publicis Groupe
Nicolle Katz, Young Lions Academies Manager, Cannes Lions
Jen Veenstra, National Managing Director, CMO Experiences, Deloitte

15:30-17:00

CITY OF CANNES

Cannes City Challenge

An interactive scavenger hunt where creative challenges must be solved and documented for teams to be victorious.

Organized by the City of Cannes and Université Côte d'Azur

17:00

**CREATIVE
CLASSROOM**

Meet the Deans

Meet the Creative Academy Deans Bob Isherwood and Lindsay Lamb

Bob Isherwood - Academy Dean and Lindsay Lamb – Academy Tutor

Monday 17th June

09:00-09:30

**CREATIVE
CLASSROOM**

Academy Welcome

Bob Isherwood and Lindsay Lamb welcome the Creative Class of 2019!

Bob Isherwood, Academy Dean

09:30-10:00

**CREATIVE
CLASSROOM**

Dr Kertesz Mihaly

In Conversation with Dr Kertesz Mihaly.

Dr Kertesz Mihaly, Co- Founder, Doklist.com

10:00-10:45

**CREATIVE
CLASSROOM**

**PRESENTATION
WITH Q&A**

Human AI and the Personalisation of Customer Experience – Soul Machines

Soul Machines will present their groundbreaking HumanOS for AI and how it reframes the opportunity for human machine collaboration and the amazing ways in which brands and fans will connect in the future. The session will dive into early implementations of their work with some of the biggest brands in the world across automotive, banking and finance, cosmetics and entertainment.

Greg Cross, Co-Founder and Chief Business Officer, Soul Machines
Mark Sagar, CEO and Co-Founder, Soul Machines



**11:00-12:00
CREATIVE
CLASSROOM**

**PRESENTATION
WITH Q&A**

What Got You Here, Won't Get You There - FCB Worldwide

A conversation on leadership, creativity and generosity.

Susan Credle, Global Chief Creative Officer, FCB Worldwide
Bob Isherwood, Academy Dean

**12:00-13:50
CAMPUS
CANTEEN**

Lunch

**14:00 -14:45
CREATIVE
CLASSROOM**

Management by Having Fun - Sesame Workshop

From the Creative Director of Sesame Workshop, the media and educational nonprofit behind Sesame Street and so much more: learn to define and develop the kinds of skills that can help you grow creatively; build dynamic teams; lead with humor, purpose, and heart; and become the kind of boss you always dreamed of.

Brown Johnson, Executive Vice President and Creative Director, Sesame Workshop

**15:00-15:45
CREATIVE
CLASSROOM**

In Conversation with Paulie Dery, Uber

A creative conversation with Paulie Dery with the Creative Academy of 2019 - Moderated by Bob Isherwood.

Paulie Dery, Executive Creative Director, Uber
Bob Isherwood, Academy Dean

**16:00-17:00
CREATIVE
CLASSROOM**

Building a creative culture - Saturday Morning

Kwame Taylor-Hayford will share the ambitious vision as well as deliver an open invitation to the young talent of the Creative Academy.

Kwame Taylor- Hayford, Creative Director/ Co-Founder, Saturday Morning

**PRESENTATION/
Q&A**

**17:15-18:00
WHALAR
CABANA**

Creative Academy Meet the Influencers - Whalar

Come and listen to the Whalar team talk about their mission to Liberate The Creative Voice, how they've built a business that has over 200 of the world's largest brands as clients in less than 3 years and meet some of the influencers driving this new wave of creativity.

Neil Waller, CEO, Whalar
Jo Burford, Head of Creator Solutions, Whalar
Dominique Davis, Influencer, Allthatisshe
Margarita Samsonova, Influencer, Marga

**18:00-19:30
WHALAR
CABANA**

Academy Social

Come and enjoy some drinks on the Whalar terrace and get to know your fellow academy classes.



Tuesday 18th June

09:15-10:00

CAMPUS TERRACE

PRESENTATION WITH
Q&A

Designing for Brands in a Four-Dimensional World - Deloitte

We are shifting from the era of Information Architecture to an era of Emotional Architecture. The lines have blurred between the traditional conventions of storytelling through surfaces, screens, objects, and environments—creating new opportunities for builders, makers and creators. And with this comes a shift in how art, code and copy serve brands, experiences, and individuals.

Nelson Kunkel, Chief Design Officer, Deloitte Digital

10:00-10:50

CREATIVE
CLASSROOM

WORKSHOP

Unleash AI for Creativity-A Totally New Campaign Planning Method - Kurio

AI is for all, and this workshop will help you make the most of it, whether you're a brand manager, a creative director, a planner or a junior account executive. In this 60-minute ideation session we'll help you create the basis for your own AI-infused campaign, a tech brief to take home.

Jari Lähdevuori, Creative Director/ Partner, Kurio
Tommi Opas, CEO/Partner, Kurio
Elli Tuominen, Strategy Director and Partner, Kurio

11:00-11:45

LUMIERE
THEATRE

PALAIS I

Defining Art + Activism – Participant Media

It's no secret that people want purpose, and brands without it are being left behind. For 15 years, Participant Media has been at the forefront of art and activism, driving change through its slate of award-winning films and television, including An Inconvenient Truth, Food, Inc., Spotlight, Green Book, RBG, Roma, America to Me and Wonder. In this session, Participant, with the help of Oscar-caliber creatives and real-world change-makers, will unveil how they use storytelling to create lasting impact around today's most important issues.

Alfonso Cuarón, Award Winning Film Director
David Linde, CEO, Participant Media
Colleen DeCourcy, Co-President and Chief Creative Officer, Wieden+Kennedy
Ai-jen Poo, Executive Director, Domestic Workers Alliance

12:00-14:30

FACEBOOK BEACH

Lunch

OPTIONAL

12:00-12:45

LUMIERE THEATRE

When Worlds Collide: The Evolution of Creativity - Accenture Interactive and Droga5

In April, the Experience Agency, Accenture Interactive, announced it was acquiring one of the world's most awarded and influential creative agencies, Droga5. The news sent shock waves through the



industry and beyond. Some claimed it as the ultimate partnership; others extolled it as end of the creative agency as we know it. By joining forces, they plan to fulfill their shared vision of a new agency model. Join Brian and David for a candid conversation about the moves they made, the shape of the industry today and their hopes and vision for the future.

David Droga, Founder and Creative Chairman, Droga5
Brian Whipple, CEO, Accenture Interactive
Suzanne Vranica, Advertising Editor, The Wall Street Journal

**14:30-15:30
CREATIVE
CLASSROOM**

**PRESENTATION
WITH Q&A**

The Wonder of What The F*ck – adam&eveDDB

Richard Brim will discuss how 'the wonder of what the fuck' can be a powerful element in creative strategy. He will reveal how it has played a pivotal role – from insights, to ideas, to production - in creating award-winning work that has led to adam&eveDDB being named Cannes Lions 'Agency of The Year.'

Richard Brim, Chief Creative Officer, adam&eveDDB

**15:30-16:30
CREATIVE
CLASSROOM**

FIRESIDE CHAT

In conversation with Shea Vaughan-Gabor

A creative conversation with the Creative class of 2019.

Shea Vaughan-Gabor, Director, Adolescent Content

**16:45-17:30
DEBUSSY HALL**

PALAIS I

Great Ads for Good: The Fundamental Power of Creativity - ACT Responsible

Creative communication delivers messages in a powerful and effective way. The beauty of advertising is that it can capture people's attention in just 30 seconds, though an image, a phrase or a video. When creatives use its influence to raise awareness about important issues, advertising educates, alerts and informs. The advertising industry supports responsible practice by creating impactful, courageous campaigns, driven by authentic and remarkable individuals. This dynamic combination has the power to make a difference with your deans Bob Isherwood and Lindsay Lamb to discuss the themes across day 1&2.

Hervé de Clerck, Founder of Adforum.com and Dream leader, ACT Responsible



Wednesday 19th June

09:15-09:45

**THE MEETUPS
SPACE - THE
TERRACE**

In Conversation with Rainn Wilson

A Creative conversation with Rainn Wilson moderated by Bob Isherwood.

Rainn Wilson, Actor/ Producer/ Co- Founder, SoulPancake

10:00-10:45

**CREATIVE
CLASSROOM**

Q&A with VaynerX's Gary Vaynerchuk

No question is off-limit for Gary Vaynerchuk. After a short introduction on how Gary got into the advertising industry a decade ago, he'll answer audience questions.

Gary Vaynerchuk, CEO, VaynerMedia

**PRESENTATION
WITH Q&A**

11:00-11:30

**CREATIVE
CLASSROOM**

Why Do People Hate Magic? – Ogilvy

Advertising is in crisis but not because it doesn't work - it's because people don't want to believe it works.

Rory Sutherland, Vice Chairman, Ogilvy
Bob Isherwood - Academy Dean

FIRESIDE CHAT

11:45-12:45

**CREATIVE
CLASSROOM**

Designing Around the Brain - Google

Tea explains how our own cognition of reality is becoming more important as we move past the era of mobile UX and into a world where our interaction with information starts as we walk through the door.

Tea Uglow, Experimental person, Google

12:45-13:45

CAMPUS CANTEEN

Lunch

14:00-14:45

**CREATIVE
CLASSROOM**

Creativity and Narcissism

The issue of Narcissism is a compelling topic for our creative industry and society, today. Creativity is a private language. Pathological narcissism is a private religion. Healthy Narcissism is the foundation of Self, Identity, and a sense of self-worth (self-esteem and self-confidence). Could the three be combined to yield the Fourth Substance, the magical ingredient of success? If yes, how can such an alchemical reaction be controlled and channeled so as not get out of hand?

Moderated by: Mary Lee Copeland, Chief Storyteller/Senior Creative, ACNE
Sam Vaknin, Author and Professor of Psychology and Finance
Matthew Hearle, Strategist, ACNE

PANEL



**15:00-16:00
CREATIVE
CLASSROOM**

**PRESENTATION WITH
Q&A**

Beyond Awareness and Awards: The Modern Meaning of Creativity for Good

Learn about the currencies of change including the new creative skills sets that include iteration and movement making.

Elena Hale, Managing Director and CMO, Emerson Collective
Jesse Gazzuolo, Creative Director, Emerson Collective

**16:00-16:45
CREATIVE
CLASSROOM**

WORKSHOP

The Write Thing – Versify

An introductory writing workshop on creating the highest quality content that will engage and grow your audience. With bit of conversation, a dash of storytelling, Kwame Alexander will share his writing process and offer some interactive activities for attendees.

Kwame Alexander, Writer and Publisher, Versify
Randy Preston, Musician, KA Productions

**17:00-18:00
OPTIONAL
CAMPUS STAGE**

Young Lions Hour

Join us for pizza, beer, networking and content at the Cannes Lions School!

Thursday 20th June

**10:00-11:00
LUMIERE THEATRE**

PALAIS I

New Creators Showcase – Saatchi & Saatchi

Every year, the Saatchi & Saatchi Showcase celebrated the new directing talent emerging in the industry and gave them a platform to be seen and discovered. A lot has changed in our industry when it comes to telling stories. We no longer are just telling linear stories fixed to 30 to 60 seconds in length. We are shooting vertical and square. And the people creating for these platforms go beyond being called a director. They are creators. This year we are pleased to present The New Creators Showcase. The showcase will be a curation of the highest level of craft brought by the most popular media platforms showing us the potential of what's possible to create on different technology platforms.

**11:15-12:30
TOUR OF THE
WORK**

Cannes Lions Tour of the Work

The Creative Academy will be given a personal tour of winners work by this year's jurors and leading Industry professionals.

Myles Lord, Managing Creative Director/ Partner, Serviceplan
Ralf Heuel, Chief Creative Officer/ Partner, Grabarz and Partner
Jax Jung, Global Creative Director, Cheil Worldwide
Davide Boscacci, Executive Creative Director, Publicis

**12:45-13:45
CAMPUS CANTEEN**

Lunch



**14:15-15:00
CREATIVE
CLASSROOM**

DEMONSTRATION

Creative Process in Character Creation - SamanthaSFX

The research process behind designing a character for media and the elements of creation used. The relation between the inspiration and execution.

Samantha Ayoub, Special Effects and Beauty Makeup Artist, SamanthaSFX
Elie Boudjok, Special Effects Engineer, Boudjok Almighty

**15:00-16:00
CREATIVE
CLASSROOM**

Creatives in Control - Publicis Groupe

Conventional wisdom dictates that creative people are dreamers and makers, while other more 'responsible' people make the big decisions about how things are structured and what should get made in the first place. But the reality is that in a world where the product of creativity needs to change dramatically—keep up with changing media, evolve at the speed of culture, and have any impact whatsoever—it's the creatives who need to take the lead in designing the companies we work for. We're the product people after all, and therefore the ones who best understand what needs to get done. This talk imagines a world where creatives are in the driver's seat and where everything gets better as a result.

Nick Law, Chief Creative Officer, Publicis Groupe

**16:30-18:00
VERIZON MEDIA
MARTINEZ BEACH**

Are We There Yet? - Verizon Media

In a world where over 2 billion smartphones occupy our visual attention and it feels like we are stuck thumbing through life, we have quickly evolved to include other senses that aren't limited to AR, VR, MR, or RR. How are creatives going to adapt and reinvent in a world of transparent interfaces? A place where sight is now joined with sound and motion? Welcome to hearable, feelable and wearable technology powered by data, intelligence, sensors and more. How does this impact our behavior and ensure technology is making us more human?

David Shing, Digital Prophet, Verizon Media

Address: Verizon Media Beach, La Plage du Martinez, 73 Boulevard de la Croisette

**19:30
COTTON CLUB**

Creative Academy Alumni Dinner - Hosted by Emerson Collective

Address: DA BOUTTAU – LE COTTON CLUB, 10 rue St Antoine, Le Suquet, Village, CANNES (8 min walk from the Palais des Festivals)

Friday 21st June

**09:30-10:15
CREATIVE
CLASSROOM**

FIRESIDE CHAT

In Conversation with Sir Martin Sorrell

Sir Martin Sorrell-Chairman, S4capital
Bob Isherwood-Academy Dean



10:30-11:30
CREATIVE
CLASSROOM
WORKSHOP

Unleash Your Creative Super Brain - Michelle Zelli and Dr James Hardt

Creativity can be elusive and frustrating but when you learn the power of mind mastery, Eureka moments arrive on demand! Learn how the top 1% think and how to get the best from your brain for maximum ingenuity. 30 years of research and \$25m investment have culminated in scientifically proven results including a 50% increase in creativity. Discover how to tap into your full range of internal resources whilst maximizing brainwave patterns to ignite your creative fire.

Michelle Zelli, Founder & Human Potentialist, Making the Shift LTD/Feminine SuperPowers
Dr James Hardt, CEO & Founder, Biocybernaut Institute, Inc.

12:00-12:45
LUMIERE
THEATRE

Sir Martin Sorrell in Conversation with Marian Goodell

Sir Martin will explore with Burning Man's Chief Executive, what it stands for and how it is effectively an icon for creative disruption. Every year approximately 80,000 people build and then deconstruct what a "pop-up" city in the desert near Reno, Nevada. Now a major nonprofit with worldwide reach, Burning Man Project supports programs in arts, education, and civic engagement.

Sir Martin Sorrell, Chairman, S4Capital
Marian Goodell, CEO, Burning Man Project

12:45-13:45
CAMPUS CANTEEN

Lunch

14:00-15:45
CREATIVE
CLASSROOM

Creative Academy Wrap-Up & Surveys

Bob Isherwood, Academy Dean

16:00-17:00
CAMPUS STAGE

Graduation

Celebrating the Cannes Lions Class of 2019!

Simon Cook, Managing Director, Cannes Lions
Cannes Lions School Academy Deans, Team and Sponsors