

Friday 23 June

09:00 – 09:30	Kickoff with <i>Jim Stengel</i>
09:30 – 10:15	<p>Winners & Losers 2017 In the race for digital dominance, the Gang of Four have emerged - Amazon, Facebook, Google, and Apple. As they continue to grab share in the retail and media industries, who will fall victim at the hands of the gang? What are their impacts on broader business and society as a whole?</p> <p>Scott Galloway, Clinical Professor of Marketing at the NYU Stern School of Business and Founder of L2, outlines his predictions in a 90-minute an hour volley of data and insights. – Scott Galloway, <i>Clinical Professor of Marketing, NYU Stern, Founder & CEO, L2</i></p>
10:15 – 10:30	Break
10:30 – 11:15	<p>Fearless Creative Leadership Today's leaders are confronted by a single truth. Disrupt or be disrupted. But although we know more than ever before about the strategies and practices that allow companies to compete and win in this maelstrom, little attention has been paid to the most important factor in all this change. The human factor.</p> <p>Why do some leaders fail to act, even when the evidence is clear? What makes some behave against their own self-interest? And, crucially, how can we each become the leader we want to be? Charles Day, advisor to some of the world's most progressive leaders, will examine the hidden influences on leadership and explain how to discover the fearless creative leader inside all of us. – Charles Day, <i>Founder, The LookingGlass</i></p>
11:15 – 12:00	Keynote: <i>In conversation with Keith Weed, Chief Marketing Officer, Unilever</i>
12:00 – 12:45	CMO Burning Issues hosted by Jim Stengel
13:00 – 14:30	Lunch @Le Park 45 at the Le Grand Hotel
14:30 – 15:15	<p>The New Do-Si-Do The marketing ecosystem keeps getting more and more crowded with new and very competent partners. Juggling all these companies and their expertise can quickly turn into a hot mess and big headache for marketers. Until things get simpler or more user friendly, what's a person to do?</p> <p>Dana Anderson, CMO at MediaLink, will share how to create a way of working with the right partners in the right configuration. She'll highlight the unique skills of each category of player plus the differences that might drive you to distraction. And, she'll mention some tools, habits and practices that have helped her. – Dana Anderson, <i>Chief Marketing Officer, MediaLink</i></p>
15:15 – 15:30	Break
15:30 – 16:15	<p>Creative Marketer of the Year: What it took and how it impacts the organisation – Fernando Machado, <i>Head of Brand Marketing, Burger King</i> – Axel Schwan, <i>Chief Marketing Officer, Burger King</i></p>
16:15 – 17:00	<p>magic and the machine: a brief history of [and future for] fearless creativity A conversation that navigates a brief history of fearless creativity [ideas] through the ages, juxtaposed against the complexity and fragmentation of media and culture today. A stroll forward from the 1960's when Bill Bernbach's 'Lemon' was the genius work of its time, 'bold and fearless' meant imaginative and informed planning, coupled with brilliant and transformative 1D/2D [visual & audio] creative output. Through to today, a time when media is the message, and the narrative that goes with that. And experience is as important as the message. A time where bold means, for example, Fearless Girl.</p> <p>During his talk, Steve Williams will explore what ideas meant then, and now, in the age of data and technology, and one-to-one targeting at scale. The conversation now rages between poets and quants, and to what extent the machine [data & tech] is leading, guiding or diminishing our collective magic [creativity]. The truth is, data shows us the way, and imagination works. And technology supercharges impact. Steve believes that collaboration across disciplines is the difference.</p> <p>In the spirit of real-time commentary, Steve will review this week's award-winning work through the lens of magic and the machine. He would love this to be an open session with everyone's views, not just his! – Steve Williams, <i>Chief Executive Officer, Maxus, Americas</i></p>
17:00	Day 1 Wrap Up/Close

Saturday 24 June

08:30	Networking breakfast
09:00 – 10:00	CMO Burning Issues Roundtable hosted by Jim Stengel
10:00 – 11:15	Behind the Scenes with Cannes Lions Winners <ol style="list-style-type: none">REI's Anti-Black Friday Campaign #OptOutside – Titanium, Activation & Promo Grand Prix 2016 Will McGinness, Partner, Executive Director, Venables Bell & Partners Paul Birks-Hay, Partner, President, Venables Bell & PartnersMonty's Christmas – Creative Effectiveness, Film Craft Grand Prix Richard Brim, Executive Creative Director adam&eveDDB
11:15 – 12:00	Adapt your Style <p>While there are some universal tips and tricks to getting your idea accepted, the art of selling your ideas is in establishing a connection with the person you are trying to influence and adjusting your communication style accordingly.</p> <p>Deloitte explored ways on establishing such connections with various types of people based on their Business Chemistry® type. With more than 220,000 people assessed globally, Business Chemistry® draws upon the latest analytics technologies to reveal four scientifically based patterns of behaviour. The system is designed to provide insights about individuals and teams based on observable traits and preferences. You will get to test the Business Chemistry® insights in an interactive session where you will first understand yours type, then experiment with hunching others, and learn basics of adapting your style to improve buy-in.</p> <ul style="list-style-type: none">– Jennifer Veenstra, Managing Director, CMO Program, Deloitte– Kristin Chisesi, Managing Director, CMO Office Leader & Chief of Staff, Deloitte
12:00 – 13:00	Young Marketer Hot Shots – What do they want from their CMO? <p>Five of the hottest marketing talent selected from this year's Young Marketers Academy, will tell you what they expect from their leaders.</p>
13:00 – 14:00	Lunch served in the classroom
14:00 – 15:00	Action Planning
15:00 – 16:00	Keynote: In conversation with Sir Martin Sorrell, Founder and CEO, WPP
16:00	Close
19:00	Awards Show - Palais des Festivals, Lumiere Theatre
21:30	Closing Gala – VIP Access - Carlton Beach

Sunday 25 June – Majestic Hotel, Breakfast Terrace

09:00	Coffee/Gather
09:30 – 12:00	CMO Burning Issues roundtable with Jim Stengel