


# Speaking at Cannes Lions 2018

YOUR STEP-BY-STEP GUIDE

18–22 JUNE 2018

[canneslions.com](http://canneslions.com)



A photograph of a woman with short blonde hair, wearing a blue and white floral dress, standing at a white podium on a stage. She is looking down at a small table next to the podium. The stage is lit with a spotlight. In the background, a large audience is seated in a tiered auditorium, and a bright light source creates a lens flare effect in the foreground.

We believe creativity is the driving force for business, for change and for good. That's why we are campaigners for creativity: we inspire creative bravery that has the potential to change culture.

## Contents





THE FESTIVAL

# What is Cannes Lions?

The Cannes Lions International Festival of Creativity is the world's leading celebration of creativity in communications. Founded in 1954, the Festival takes place each June in Cannes, France.

The most prestigious international annual advertising and communications awards, each year over 40,000 entries from all over the world are showcased and judged at the Festival. Winners receive the highly coveted Lion trophy, a global benchmark of creative excellence, for disciplines from Film to Mobile and Entertainment.

The Festival is the only true global meeting place for those working in the communications, entertainment, design and tech industries.

More than 16,000 delegates from 95 countries attend a programme of exhibitions, screenings and talks by global thought-leaders. As the networking and learning opportunity of the year, Cannes Lions is the must-attend event for anyone involved in branded communications.

For more information please visit  
[canneslions.com](https://canneslions.com)



## 2018 CONTENT PROGRAMME

# Content: All Killer, No Filler



In 2018, our streamlined five-day content programme will be packed with stimulating ideas and world-class speakers from the core creative industry and its adjacent fields.

In these unprecedented and sometimes overwhelming times for communications, it's only the most exciting, honest and inspiring content that resonates. If you're reading this document, you'll know this more than most.

Speaking on stage at Cannes Lions is a personal and professional game changer. It is both immensely rewarding and a huge responsibility.

Cannes Lions is where the world's branded communications industry gets together to reflect and reset: attendees expect to see world-class content that will raise the bar of creativity in branded communications. It's where the big industry (and world) issues and ideas are addressed in a novel, stimulating and pragmatic way.

Cannes Lions is where your global colleagues and counterparts come to fuel their creative fire and be blown away by the energy and innovation that's happening outside of their day jobs, and the talks and workshops we programme in 2018 will reflect this.





# The Eight Cannes Lions 2018 Tracks

These themes or ‘tracks’ will run concurrently across the festival and its numerous stages over the course of its five days. Each one aligns closely with Cannes Lions’ recently updated awards structure.

Your idea may fall into more than one of these tracks, which is perfectly fine. If you need any guidance or advice, please don’t hesitate to contact us.

## 1. Reach

The insight, strategy and planning enabling brands to effectively reach consumers, at scale, in the ongoing war for attention.

This track interrogates the planning that goes into effectively reaching consumers. Powerful communication relies on an intelligent and incisive customer strategy and this track will showcase some of the world’s most brilliant thinkers and doers: the people changing the way we think about our audiences.

## 2. Communication

The creative idea in action: where campaigns come to brilliant life through people, partnerships and processes.

This track will take a close look at creative ideas, breaking down the elements that came together to make the final execution possible. It will also delve into the detail of client/agency relationships and some of the exciting structures and disruptors shaking up the traditional model.

## 3. Craft

Focusing on the skill, talent and flair required to deliver wonderfully executed ideas with the power to cut through.

This track deconstructs award-winning, often culture-shaping work, with leading minds and influencers from branded communications and beyond going into the details.

## 4. Experience

Captivating and transformative experiences are powerful brand currency and we are only at the beginning of discovering what’s possible.

This track explores how we can create personalised, intuitive and engaging value for consumers across all channels. It will inspire audiences by giving them a glimpse into the future of branded communications.

## 5. Innovation

Showcasing the development and application of the new data-driven, tech-enabled creativity re-shaping marketing communications...and the world.

This track delves deep into the technology that will transform the industry as we know it. From AI to VR and everything in between, our speakers will share ideas and predictions around what the game-changing technologies are, how they will be applied and the impact they will have.

## The Eight Cannes Lions 2018 Themes



### 6. Impact

The new thinking, challenges and techniques to measure, value and reward impact and effectiveness in branded communications.

The holy grail of advertising drives business growth and brand equity, and in this track we'll look at how this happens and who can prove it. We're looking for submissions from the media owners, platforms, agencies and advertisers who are demonstrating ROI, to understand how they are doing it.

### 7. Good

Going beyond brand purpose to use branded communications to make the world a better place.

This track shines a light on truly life-changing work and initiatives. It is much less about the rhetoric than the action, evidence and results: here you will hear from the brands and talent who are moving the dial to improve society and the lives of others.

### 8. Entertainment

Moving beyond advertising to create authentic entertainment and culture – through music, entertainment and sport – that truly builds brand engagement.

This track will explore the new entertainment model. More and more brands are going beyond advertising to create – and inhabit – content and experiences that drive audiences and fans. This provides new opportunities for creators, distributors, talent and existing cultural properties as they enter the world of collaboration, partnerships and co-creation.

Speakers will come from music, culture and sport, as well as the brands that are leading the way, to talk honestly and openly about creating authentic entertainment IP.



# The Expression of Your Idea



Cannes Lions is an eclectic festival and we are looking to programme all types of content. It is the diversity of speakers and sessions that make the event what it is.

Whatever the content of your talk, however, its purpose should fall into one of the following categories:

## **Inspirational**

This is the content that our attendees want to see because it really resonates: it is likely to be aspirational, provocative or left-field. Speakers may be from inside or outside of the industry: from politicians to philosophers, comedians to filmmakers and more.

## **Futuristic**

This content is going to equip our audience with essential insights about the future of creativity and the business fuelling it.

## **Industry practice**

These sessions will feature case studies from pioneers who are already leading the way with a best-practice approach and positive outcomes. It could be an opinion piece, a new piece of research, an expert panel or a thought-leadership session.

## **In action**

Often hosted in smaller settings, these sessions will provide attendees with 'how to' learnings that will put them at a professional and market advantage. It might be a learning session or practical workshop with outcomes that are clearly outlined. It could also be an interactive or immersive session that requires audience participation.



# Cannes-curated Content



In 2018, the Cannes Lions Content Team will curate a series of Cannes Lions-hosted sessions, designed to challenge the status quo. These are likely to take the form of industry debates and expert panels. We may contact you to participate in one of these if your submission lends itself to this format.

We also welcome suggestions for participants in these sessions. So if you, or someone you know, has a particularly strong view on an industry issue, please let us know.

## China Day

Cannes Lions will once again be hosting a dedicated China Day focusing on Chinese creativity and innovation.

If you're interested in submitting a session idea for this programme of content, please take a look at the China Day Call for Content Guide.

For any enquiries, please contact Annie Smith at [AnnieS@canneslions.com](mailto:AnnieS@canneslions.com).





## STEP 1

# Brainstorming Your Content Proposal



To become a Cannes Lions speaker, creativity must sit right at the heart of your idea.

### What is your story?

Take a moment to think about the story you want to tell at the festival and why. Consider the following:

- How will it move the industry forward?
- What is the value for the people watching?
- How and why will it inspire, engage, motivate and affect people?

Like the best work, the best Cannes Lions talks tend to focus on a single clear message or idea.

Some of the types of stories which resonate well with the audience include:

- An inspirational piece or a big idea
- A big announcement or game-changing development
- A burning industry issue
- Insights for the creative world
- A call to action
- A creative story
- Fresh ways of thinking
- Reviews of successful work
- A deep-dive case study
- A 'how to' guide on a hot topic.



## Step 1: Brainstorming Your Content Proposal



### Who is best to tell your story?

The suggested speakers play a huge part in the success of a proposal. There are unlimited types of speakers you could bring to the stage, but relevance, rather than fame, is key – not just to the idea, but also the Cannes Lions audience.

Does your speaker line-up consist of the following?

#### Industry leaders

Senior figures, rising stars, high-achievers, mavericks and industry legends are always popular with our audience.

#### High-profile creatives

They have featured prominently at the Festival in recent years but they are absolutely not a requirement for securing a slot at Cannes Lions and, most importantly, must be highly relevant.

#### Thinkers and doers

This category includes creative minds from outside the industry, such as philosophers, theorists, scientists, engineers, psychologists, makers and creators

#### Moderators

These are as important as speakers so we advise that all moderators/interviewers have professional interview experience, preferably in a broadcast medium. They must also have some relevance to the topic or interviewees.

### Three quick speaker tips

#### 1. Speaker numbers

We recommend that you have no more than four people on stage at one time (including the moderator/interviewer). Too many people on stage looks messy and can be distracting for the audience.

#### 2. Diversity

Cannes Lions is a truly global event and we welcome a broad line-up of speakers. That way we get the best mix of stories. If you plan on submitting a panel of speakers, please try and reflect the world at large.

#### 3. Relevance over seniority

Often, our audience wants to hear from those in your organisation who have a really interesting story, background or point of view, not necessarily the most senior job title. Sometimes your CEO or CMO may not be the best person to tell the story.

## Step 1: Brainstorming Your Content Proposal



### How can you tell your story?

We can't stress enough how important it is to get the format and delivery of your session right. People often leave this to the last minute – focusing instead on the guests and the synopsis – and it shows.

The Cannes Lions audience expects to be inspired, sometimes challenged and certainly entertained. This is a global stage on which only world class ideas will be remembered.

#### Formats

Different formats and delivery styles work better depending on the space...so we ask you to give this element great consideration and encourage you to be as creative and innovative as you can with conveying your idea.

Some of our best sessions have involved magic, quiz formats, impromptu music performances and creative experiments. That said, they must be relevant and deliver value.

Example formats and delivery types include (but are not limited to):

#### 1. Keynote-style presentation

One or two people deliver a talk, with optional presentation materials

#### 2. Structured debates and discussions

A structured panel session, with a professional moderator and no more than four people

#### 3. Incisive interviews

Picking the brains of great creative leaders and icons

#### 4. Practical demonstration

These could be show-and-tell, or even involve the audience

#### 5. Performance piece

This could include musical, theatrical, poetry performances or real-time artistic projects

#### 6. Interactive/practical element

Includes solo and team challenges, competitive elements, collaborative projects

#### 7. Live Q&A

Question and answer formats, with audience participation. Could include debate or voting elements.





## STEP 2

# Where Does Your Idea Fit?

18–22 June

Talks on the following stages can come under any of the eight ‘tracks’ mentioned on page five.

### **Lumière & Debussy Stages**

Session Length: 45 minutes. Capacity: 1,065 – 2,280

On the main stages, sessions are resolutely creative, future-facing and inspirational, and will draw a large footfall. These spaces are large, imposing auditoriums that are only suitable for skilled and experienced speakers.

They are the perfect place for keynote-style solo presentations, professionally conducted interviews with high-profile guests, live performances and complex demonstrations. We have a skilled technical and stage crew to assist with onsite delivery – so we’re open to all ideas. Feel free to be creative!

### **The Terrace Stage**

Session Length: 45 minutes to an hour. Capacity: 200 seated, up to 1,000 standing

An expansive, open-air space, this area has a relaxed, informal vibe. Last year it played host to the likes of Wyclef Jean, A\$AP Rocky and Ellie Goulding (among others) and it’s where a lot of the festival magic happens. Submissions for this space should be immersive or performance-based.

### **The Forum**

Session Length: 45 minutes. Capacity: 380

This is the place where speakers share industry best-practice or actionable ideas for the audience around the eight Cannes Lions ‘tracks.’

The sessions that succeed here often feature industry experts or eminent creatives who share candid insights about their work. This space is a more casual presentation environment, where the speakers are very accessible to the audience.

There are opportunities for live Q&As and audience interaction.

### **The Workshop Room**

Session Length: 90 minutes. Capacity: 60

This space is for highly interactive, hands-on content covering practical, skill-based issues. The space is created to allow active learning and there is unlimited opportunity for interaction and practical elements.

“ The kudos associated with speaking at the festival is of huge benefit to us and our clients. It allows us to open up conversations with people we might not normally get to speak to. From a relationship building point of view, it was a huge success for us and our client. ”

**Speaker, 2017**

## Step 2: Where does your idea fit?



### Innovation-focused 18–22 June

Talks on the following stages will dive deeper into innovation and tech-enabled creativity.

#### **Innovation Stage**

Session Length: 45 minutes

This stage focuses on the challenges involved in driving innovation and creativity. The versatile space can be used for solo or group presentations, discussions or performance and demonstration-led sessions. Topics covered here are practical by nature, exploring the likes of innovation culture, partnerships and practices.

Sessions here can engage the audience directly in Q&A and debate. Audience members should walk away from the session feeling inspired, provoked and challenged to think about technology or data differently.

#### **Interactive Stage**

Session Length: 90 minutes

This space is for highly interactive, hands-on content covering practical, skill-based issues around innovation and technology. Example interactive content includes; coding workshops, rapid prototyping workshops and ideation workshops. The space is created to allow active learning and we encourage the inclusion of practical elements and exercises.

#### **Showcase Stage**

Session Length: 30 minutes

This is the place to present new technology. It's for up-and-coming technologists, game-changing start-ups and thought leaders in their field. Presentations here are raw and true to the 'maker' personality, and must include a live demonstration of the technology itself (digital or physical).

This stage is all about tech trends. We plan to deep dive into how technology is shaping areas including – but not limited to – the home, retail, cities, communications, social impact, leisure and more. For example, how voice tech is transforming retail.

“ We received some great PR and a lot of wonderful support from the industry from our topic. Each of the speakers received tons of emails and follow-up! ”

**Speaker, 2017**

## Step 2: Where does your idea fit?



### Entertainment-focused 20–21 June

Talks on the following stages will dive deeper into the evolving entertainment model.

#### Entertainment Stage

Session Length: 45 minutes

This stage focuses on the everyday issues and challenges at play in the branded entertainment space. A versatile space, it can be used for solo or group presentations or discussions.

It is specifically designed for creative, brand and communications professionals either working with, or within, the entertainment sector, or for those seeking greater knowledge and understanding of the entertainment landscape. Sessions here can incorporate Q&A elements.

#### The Trends Stage

Session Length: 30 minutes

Today's trends amount to big numbers, as sub cultures connect and scale faster than ever before. This creates opportunity for the brands that are prepared to spend time understanding them.

Sessions on the Trends Stage are called 'Future Fives' and analyse the world's hottest trends, giving insights into the influencers, demographics and behaviours uniting some of today's biggest digital tribes. Can you give a compelling edit on global culture?

#### The Spotlight Stage

Session Length: 30 minutes

These sessions throw a spotlight on communications at the speed of culture. These are more practical 'how to' sessions that enable our audience to take away tools, tips and techniques to improve creativity in the branded entertainment space.

#### Quick Tip

The best content is delivered in the right environment. When submitting your content idea feel free to propose where you think it best fits but please be open to guidance from the Cannes Lions Content Team.

“ Pretty much a career highlight! ”

**Speaker, 2017**



# Cannes Lions Content Guidelines



- There is no charge to speak on any of the stages.
- If your idea is successful, the cost to cover the logistics behind your idea (travel, fees, accommodation and so on) must be covered by you, the session host.
- All speakers receive a two-day Festival pass giving them access to the Palais on the day of their session and the day prior (for rehearsals).
- All content must be original and created specifically for the Festival.
- Due to high demand, we can only feature a speaker/organisation once during the main Festival programme.
- You, the session holder, are responsible for conception, creation and execution of your session. However, all speaker confirmation/changes must come through the Cannes Lions Content Team.
- Successful proposals are chosen on the merit of the idea and the speaker.
- By submitting content, you are agreeing to our T&Cs (more on the website).





## STEP 3

# Write and Submit Your Proposal

This is the timeline for the content selection and development process. If you are unable to meet any of these deadlines, please contact a member of the Cannes Lions Content Team to discuss your application (see the contact page for details.)

### Submit a proposal

Proposal deadline: 15 December 2017

All proposals must be submitted through the online speaker portal ([content.canneslions.com](http://content.canneslions.com)). Proposals submitted directly to the team will not be considered. You can engage with us any time during the year for advice or discussion though, and we are keen to help.

### Quick Tip

Be clear in your proposed session title and synopsis. Word play is fun, but help us to quickly understand what the session is about and what it will achieve.

### Evaluation

December 2017 & January 2018

All proposals are evaluated by the Cannes Lions Content Team. Each submission is considered on the merit of its content or speakers. You may be contacted for more information.

### Offers

From February 2018

A member of the Cannes Lions Content Team may contact you with an initial offer of a slot, subject to speakers being confirmed and session content agreed. Spaces are limited and some proposals may be offered a slot on a different stage to the one they initially applied for. Offers continue to be made until April. If you haven't heard from us, it means your proposal is still under consideration.

### Confirmation & announcement

February 2018 onwards

Once offers are accepted, session content and speakers have been confirmed, and relevant visual assets have been received, we will announce speakers on the relevant pages of [canneslions.com](http://canneslions.com) and in marketing communications. We sometimes announce speakers while session content is still in development.

“ We received amazing feedback from partners, colleagues, clients and competitors, and we were thrilled with the overall impression that our session helped to raise the profile of the PR discipline at the Festival. Our speakers also had a great experience and left with a positive impression of both our agency and the Cannes Lions Festival. ”

**Speaker, 2017**



## STEP 4

# Prepare for Your Moment in the Spotlight

### Development & delivery

March 2018 onwards

As sessions and speakers are announced, the Cannes Lions Content Team can help speakers in the development of their sessions. We can offer guidance on presentation styles and techniques appropriate for each space.

The Speaker Logistics Team, meanwhile, will work with each session holder to assist with any technical requirements, and offer guidance on session promotion both before and during the Festival.

### The 65th International Festival of Creativity

June 2018

It's show time! This is the moment where your months of hard work pay off. Onsite, the Cannes Lions Content Team are there all the way, right to the moment you step out on that stage, secure in the knowledge that you're about to deliver the best presentation possible.

For more information please visit  
[canneslions.com](https://canneslions.com)





## THE FESTIVAL

# 2017 Attendee Breakdown



Attracting a broad range of people from across the breadth of the creative communications landscape, the seniority of the audience is split between 70% leaders – including creative directors, art directors, CEOs, CMOs, VPs, chairmen/women – and 30% the next generation leaders, including brand managers, copywriters, account managers and marketing executives.

### ATTENDEES BY COUNTRY (TOP 20)

**28%**  
USA

**18%**  
United Kingdom

**13%**  
France

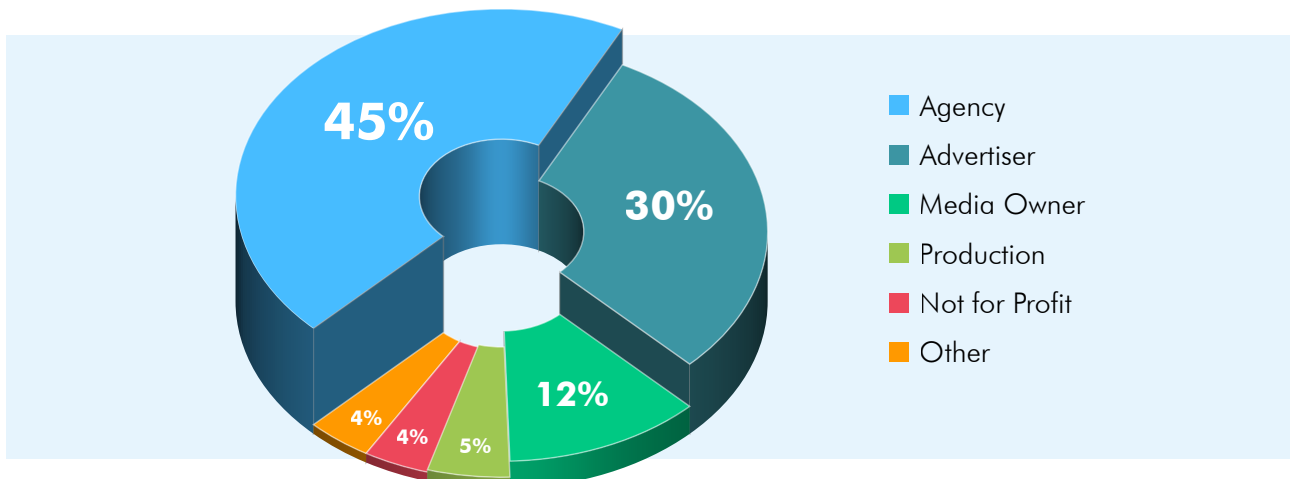
**3%**  
Japan  
Brazil

**2%**  
Germany  
China  
Canada  
Belgium

**1%**  
The Netherlands  
Australia  
Spain  
Italy  
Turkey  
India  
Monaco  
Switzerland  
Colombia  
Denmark  
Singapore

TYPE	TOTAL*
Attendees	16,000+
Companies Represented	4,713
Countries Represented	95

\* This number includes individual delegates, groups, sponsor & activation, press, guests, sponsor & activation staff, etc.





**Any questions?**  
**Get in touch with the Content Team**

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