Speaking at Lions Health 2019
YOUR STEP-BY-STEP GUIDE
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THE 6TH EDITION OF LIONS HEALTH ABOUT THE FESTIVAL

We believe that creativity in healthcare communications can lead to life-changing outcomes. Lions Health is a specialist event that takes place during Cannes Lions, dedicated to advancing creativity in pharmaceutical, healthcare and wellness communications.

An event for a field fuelled by curiosity, discovery and innovation, this is a forum for ideas that transform complex scientific, statistical and technical information into arresting content -influencing healthcare performance and outcomes.

It’s an opportunity for the industry to explore exceptional ideas, demonstrate the value of creativity in supporting healthcare needs and form new relationships. Lions Health kickstarts important initiatives for the year ahead.
There is no specific theme for Lions Health, but all sessions should have creativity at their heart.

- Stages:
  - Health Inspiration Stage
  - Healthcare Insights Stage
  - Behind the Work Stage

- Your initial proposal should include a title (max 10 words) and synopsis (max 120 words)

- Submit proposals through the Lions Health Speaker Portal

- Content is reviewed and selected based on the merit of the idea

- There is no charge to speak – please note that Lions Health does not pay fees or cover travel or accommodation expenses for speakers

- All speakers receive a complimentary two-day Lions Health Festival pass, offering full access to Palais II (where Lions Health is located). Please note that access to Palais I is not included

- Only speakers will receive a complimentary pass to Lions Health. Session organisers who are not included in the speaker line-up will not receive a complimentary pass

- Deadline for submissions: 14 December 2018

content-health.canneslions.com
WHAT ARE WE LOOKING FOR?
In 2019, we will be focusing even more on quality over quantity and we will be even more rigorous in our selection process. We’re looking for a variety of different qualities, with a careful blend across the programme: from topics, to speakers, to formats.

10 KEY QUALITIES FOR AN OUTSTANDING CONTENT SUBMISSION
The best onstage content at Lions Health is most frequently:

1. Original, unique and unexpected
2. Authoritative and highly credible
3. Emotional, with speakers achieving a personal connection with the audience
4. Generally, solo or duo presentations, generally not a panel
5. Interesting and experimental in format (often interactive)
6. Participatory, allowing delegates to have a role in their learning experience
7. Based on ideas that have infiltrated popular culture
8. Boundary-pushing and not accessible anywhere else
9. Transformative, delivering real learning and value to our attendees
10. Inspiring, surprising and provocative.

An outstanding content submission may have ALL of these qualities, or one or two in particular. The Lions Health Content Team will be reviewing submissions with these qualities in mind – make sure your submission is clear in terms of what it delivers.

WHAT WE KNOW WORKS
Based on extensive feedback, questionnaires and conversations, we know that the best content features:

1. Creative pairings between a brand and agency – for example, a CMO/CCO head-to-head
2. Challengers – the brands, agencies, content creators and regions challenging the status quo
3. Debate formats – on provocative industry issues (tackling the hard issues, head on)
4. The work – talks including lots of examples of beautiful, effective work
5. Exciting product launches – releases that are of genuine interest and appeal to creative folk (not sales pitches)
6. New, emerging talent – exciting people from inside or outside the industry
7. Future trends – dedicated content on the consumer, media and technology trends that are changing the way we work
8. Creative effectiveness – it goes without saying that this is what pays the bills. So please, when talking about campaigns, talk about the results.

The content we put on at Lions Health needs to be ALL KILLER, NO FILLER.

Quick Tip
This is not a corporate conference, it’s the International Festival of Creativity. You could be presenting to some of the most high-powered, smart and well-informed people on the planet, even if they are casually dressed in shorts and sneakers. You are also competing with the pull of a cool glass of rosé in the warm Mediterranean sunshine! To impress this audience, you need to have something powerful to say and an exciting way to say it. Corporate sales presentations simply won’t work. Sessions with style, wit and substance will.
The programme will run across three stages – each playing host to content with a different purpose.

Health Inspiration Stage
Looking at stories and ideas to inspire and excite new creative thinking in healthcare.

Here we’re looking for stories that are jaw-droppingly inspirational, provocative or left-field. Stories that in some way transcend healthcare communications are encouraged. We’re looking for visionaries from within the industry, but also thinkers, doers, makers and creatives from outside of the industry: film-makers, healthcare pioneers, comedians, innovators, artists and beyond.

Healthcare Insights Stage
Exploring the trends, new research, latest practices, “how to” learnings and modern innovations influencing healthcare creativity.

This stage plays host to sessions that will offer industry-specific insight. Here we want to unpack some of the hot trends influencing the industry and the innovations driving it forward. Sessions will examine best-practice approaches and present solutions to the issues and challenges faced by the people tackling healthcare communications.

Behind the Work Stage
Examining how creative healthcare ideas are born and bred.

Here we want to learn the full backstories of the best, most original and most creative work in healthcare communications. We want to show that great creative work is feasible and effective. This isn’t about simply showcasing your best work, this is about understanding the pilot projects, the ups and downs and the perseverance that went into the work. We want to know how you and your client took a risk and used a new approach, what you’ve learnt and what you’ll consider in the future.

We want the honest, unabridged story – from you and your client. For this stage we ask you to consider a current piece of work or campaign that aired, launched or was released to the public for the first time from 1 March 2018 onwards. Ideally, we’d like to explore work that you consider worthy of being awarded at Cannes Lions 2019, however previous Lions-winning work will also be considered.
YOUR CONTENT PROPOSAL

5 STEPS TO PUTTING TOGETHER A GREAT PROPOSAL

STEP 1: BRAINSTORMING

Lions Health is all about creative communications in the healthcare, wellness and pharmaceutical industry. Creativity must sit at the heart of your idea.

WHAT is your story?

Take a moment to think about the story you want to tell at Lions Health and why. Think about the following:

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

What THEME OR TOPIC are you going to explore?

The best talks are those that identify a theme or topic and really delve into it. Be specific — the best sessions come from careful thought and planning that results in a well-crafted, detailed narrative. If you’re exploring a topic, don’t simply share your own viewpoint and your own work as examples.

Sales presentations or showreels of work disguised as a talk won’t impress the audience. Explore other opinions, give analysis on great work that isn’t your own, provide detail, explain the backstory, question why and how and think about what it means for the future of this industry.

Outlined below are themes and topics that have proved popular with our audiences. This list is far from exhaustive — we encourage new ideas.

- What it means to be creative in healthcare communications and why it’s important
- Case studies on creativity’s effectiveness: the link between creative work and outcomes in healthcare
- Business and industrial transformation in big pharma: product design, digital evolution and creative uses of data
- What does the healthcare company of the future look like?
- Using creativity and behavioural science to empower patients
- How creativity can enhance the relationship between patient, physician and pharma company
- Evolving healthcare creativity to meet the standards of the experience economy
- Storytelling that resonates in healthcare communications
- New creative approaches to preventative healthcare methods
- Creating multi-touchpoint, integrated campaigns with an emphasis on human-centred design
- Designing patient-centric ‘beyond-the-pill’ endeavours
- The impact and importance of good, well-executed craft in healthcare communications
- Humans vs robots: creativity’s role in marrying intelligent technology with empathy-orientated human healthcare.
SELECTING YOUR SPEAKER

WHO is best to tell your story?

Your 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 Lions Health 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, however are absolutely not a requirement for securing a slot at Lions Health. Most importantly, they must be highly authentic and relevant.

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

Brand storytellers
Creative minds on a mission to change the way their brand’s message is told, the fearless decision-makers in the healthcare and pharma organisations embracing creativity in the face of regulations and restrictions.

Moderators
They are just 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.

Some quick speaker tips

1. Speaker numbers
We will not run panels that have more than four people on stage at one time (including the moderator/ interviewer). Too many people onstage can look messy and is distracting for the audience.

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

3. Relevance over seniority
Often, our audience wants to hear from those in your organisation who have an 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.

Quick Tip
When reviewing your proposal, we will be asking ‘how does this idea enhance or enable greater creativity?’. We recommend you do the same and test your idea before submitting.
HOW can you tell your story?

It is very important to get the format and delivery of your session right. Different formats and delivery styles work better depending on the objective of the session and the speakers you’re hosting.

We encourage creative formats - some of our best sessions have involved magic, quiz formats, impromptu music performances and live judging.

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

1. **Keynote-style presentations**
   One or two people deliver a talk with presentation materials.

2. **Structured debates & discussions**
   A structured panel session, with a professional moderator and no more than three panellists.

3. **Incisive interviews**
   Picking the brains of great creative leaders and icons.

4. **Practical demonstrations**
   These could be show-and-tell or even involve the audience.

5. **Performance pieces**
   This could include musical, theatrical, poetry performances or real-time artistic projects.

6. **Interactive/practical elements**
   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.
RULES AND GUIDELINES

STEP 2: KNOW THE RULES – THE CANNES LIONS CONTENT GUIDELINES

There is no charge to speak on any of the stages.

- If your submission is successful, the cost to cover the logistics behind your content (travel, fees, accommodation...) must be covered by you, the session host.

- All speakers receive a two-day Festival pass, giving them access to Lions Health in Palais II (please note this does not include access to Palais I).

- All content must be original and fresh and created specifically for the Festival.

- Due to high demand, we can only feature a speaker/organisation once in the Lions Health 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 Lions Health Content Team.

- Organisers of sessions who are not part of the speaker line-up do not receive a complimentary Festival pass.

- Successful proposals are chosen based on the merit of the idea and the speaker(s).

- By submitting content, you are agreeing to our T&Cs (more on the website).
STEP 3: WRITE & SUBMIT YOUR PROPOSAL

Take some time to get familiar with the Call for Content Submission form. We are looking for considered submissions. Rushed proposals stand out (for the wrong reasons) in the review process. We are looking for content partners who are creative in their ideas, collaborative in working with us and considered in their voyage to take the stage.

1. Drafting your title
Remember that delegates will be scrolling through the programme deciding which sessions to attend – your title should grab attention while neatly summarising what the session is about. Witty, catchy titles work well, as long as the subject matter is clear.

2. Crafting your synopsis
This is your opportunity to capture your reader’s attention and persuade them to attend your session. Be focused – vague statements won’t appeal to your audience and neither will lengthy convoluted prose. Pose questions, invite your audience in and get to the heart of the matter succinctly. Remember that your audience are experts in communication – writing with wit, style and flair doesn’t go amiss.

3. Ask yourself: ‘Would I attend this session?’
Delegates attend Cannes Lions to be enlightened, inspired and entertained. You may think you have a good story to tell – but does the audience want to listen? They are intellectually hungry but time poor so be relevant to their needs and respectful of their intelligence. They have come to hear about new ideas, not hear old knowledge re-packaged and regurgitated.

In your submission, in addition to the title and synopsis you will also be asked to submit the following information:

- A proposed format (e.g. talk, discussion, interactive, technical/workshop)
- The stage that you would like the session to be considered for (please note we may consider your session for a different stage)
- Questions that the session intends to answer
- Supporting information e.g. video links, press coverage etc
- Speaker information (you can also add video links to the speakers presenting elsewhere).
STEP 4: THE TIMELINE – WHAT HAPPENS AFTER YOU SUBMIT?

These are the different deadlines and milestones in the content selection and development process. If you are unable to meet any of these deadlines, please contact a member of the Lions Health Content Team to discuss your application. (See the contact page for details). We are also on hand to help you develop your content idea, so please contact us if you would like assistance.

SUBMIT A PROPOSAL
Proposal deadline: Friday 14 December 2018
All proposals must be submitted through the online content portal content-health.canneslions.com
Proposals submitted directly to the team will not be considered. However, you can engage with us at any time during the year for advice or discussion and we are keen to help.

EVALUATION
January 2019
All proposals are evaluated by the Lions Health Content Team. Each submission is considered on the merit of its content or speaker. You may be contacted for more information.

REVIEW
January 2019 onwards
Please note, we receive a huge number of submissions and our review is very thorough. We aim to get back to you as soon as possible and patience during this process is hugely appreciated. The review process can extend through to the end of March, dependent on the number of submissions we receive.

FEEDBACK & OFFERS
From mid-February 2019 onwards
If your proposal is successful through first review, a member of the Lions Health Content Team will contact you to discuss your proposal or with an initial offer of a slot, subject to speakers being confirmed and session content being agreed. Spaces are limited and some proposals may be offered a slot on a different stage to the one initially applied for.

CONFIRMATION & ANNOUNCEMENT
From March 2019 onwards
Once offers are accepted, session content and speakers have been confirmed, and relevant visual assets have been received, we will announce speakers at the relevant section of canneslions.com and in marketing communications. We sometimes announce speakers while session content is still in development.

TO NOTE
All content is subject to the Lions Health Content Team’s approval and an official slot is only confirmed if all the content is agreed (topics, format, speakers etc). If a speaker drops out or the content changes, we reserve the right to revoke the offer of a slot.
STEP 5: PREPARE FOR YOUR MOMENT IN THE SPOTLIGHT

DEVELOPMENT & DELIVERY
March 2019 onwards
As sessions and speakers are announced, the Lions Health Content Team can help speakers in the development of their sessions. We offer guidance on presentation styles and techniques appropriate for each space. The Speaker Logistics Team will work with each session holder to assist with any technical requirements, and offer guidance on session promotion before, and during, the Festival.

CONTENT REVIEW
May 2019
We work with all session hosts to review the content which has been developed and help shape it to be something successful on stage, based on the extensive research we have conducted with our audience. We know what resonates and also have a full picture of the overall Festival so can help mitigate any overlap and help you land key messages to deliver a successful session.

THE 66th CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY
June 2019
It’s show time! This is the moment where your months of hard work pay off. On-site, the Lions Health 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. Enjoy it!
Any questions?

Get in touch with the Content Team.

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For more information, please visit: www.canneslions.com