

CONTENT PROGRAMME

HELP & FAQs



If you have any further questions, please contact content@canneslions.com

HMM, I'D LIKE TO SUBMIT A PROPOSAL...

What is the deadline for submitting a proposal?

Friday 10th January 2020. We cannot guarantee that any proposals received after this date will be reviewed.

Is there any cost associated with speaking at the Festival? And do Cannes Lions pay for speakers?

There is no charge to speak at the Festival, nor does Cannes Lions pay any speaker fees. If your idea is successful, the cost to cover the logistics behind your idea (travel, speaker fees, accommodation) must be covered by you, the talk host.

Can I nominate just a speaker?

Yes, at the top of the portal you will see the 'nominate a panellist' button. Here you will be able to nominate one speaker at a time.

Can I submit more than one idea?

Yes, we encourage you to submit multiple ideas where possible. This can sometimes help us understand the scope of topics or ground your speakers could cover. It also better your chances of success!

I don't work in the advertising industry, can I still submit?

Yes please! We welcome all ideas, from both inside and outside the creative communications industry. Creativity can come in many forms and all ideas are welcome.

I want to understand the different types of content 'themes' at the festival. How do I find out how they differ?

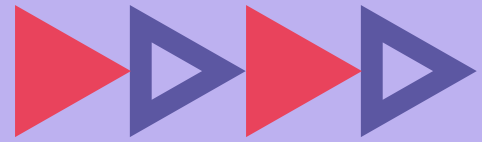
This year there are eight content themes. Please view the [Call for Content Guide](#) for more details.

How many times can we be on the Festival programme?

Due to high demand, an organisation can only host a talk once across the main Cannes Lions Festival Programme. There may be exceptions where a speaker is invited by the Content Team to speak on Cannes Lions curated content (e.g. Cannes Lions Beach panels, Meet-Ups, Cannes Lions Digital Pass) and appear twice. A speaker/organisation appearing more than once on the programme is at full discretion of the Content Team.

What is the best first step to crafting a submission?

Work your way through the [Call for Content Guide](#). All our research and delegate feedback has been used to put together this document. It outlines our plans for the content programme in 2020, what we're looking for and how to put together a solid submission.



How can I make my submission stand out?

Don't rush in completing the submission form. We can see the passion behind the considered ideas and those who quickly filled out the form to throw their name in the hat. Take time to workshop your ideas internally. The back-and-forth dynamic you'll have internally will only elevate ideas. Our tips on how to brainstorm your ideas are all included in the [Call for Content Guide](#).

I'm not a perfect copywriter, so crafting a submission is hard for me. Does this matter?

Not at all! While we ask for all submissions to be carefully considered, we don't expect to receive an award-winning short story. If you know you have a brilliant speaker and/or idea, but are not sure how to communicate it, you can use something as simple as bullet points or uploading video footage of your speaker(s) in action on your submission form.

Who attends the Festival?

Attendance is predominantly made up of advertising agencies, clients, media companies/agencies, tech, production, press, public relations and design agencies.

I'VE MADE MY PROPOSAL(S) IN TIME. WHAT HAPPENS NEXT?

I have submitted a proposal but have not received confirmation of this.

The receipt email would have come from content@canneslions.com (which can sometimes go in your junk mail!)

I have submitted a proposal but I need to change it. How do I edit my proposal?

When you submitted your idea, you would have

received a confirmation email from content@canneslions.com with a login. You can go back in at any time whilst 'under review' and edit your proposal.

When will I know whether the proposal(s) have been accepted or not?

We will begin confirming content in February. If your proposal is successful through first review, a member of the Content Team will contact you to discuss your proposal or with an initial offer of a slot on hold, subject to speakers being confirmed and talk content agreed. We tend to keep slots on hold for a maximum of two weeks.

How do I know the status of my submission?

You can log into the Speaker Portal at any time to see the status of your talk; under review, on hold, confirmed, published, or unsuccessful.

What do these status' mean?

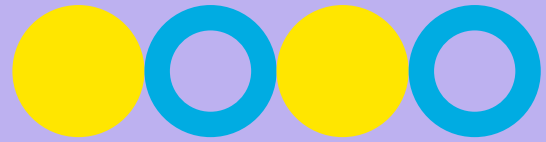
Under review: the content team are reviewing your proposal and you may be contacted by a member of the team to discuss the submission further.

On hold: a conditional offer has been made. A member of the team will have been in touch and you have two weeks to confirm your slot, subject to speakers being confirmed and the talk content agreed.

Confirmed: you have met the conditions of the 'on hold' offer and your submission is accepted. The content of the talk and speakers have been confirmed and relevant visual assets have also been received. You will now be connected with a member of the Speaker Operations team to begin production of your talk.

Published: your talk is published live on our website and announced via relevant marketing communications.

Unsuccessful: the content team have reviewed your proposal but unfortunately it has not been successful this year.



Will I get feedback on my if my submission is successful or not?

The review process can extend through to the end of March dependent on the number of submissions we receive. We aim to get back to proposals ASAP and strive to give feedback on as many ideas as possible but due to sheer quantity, this is not always possible.

I'VE BEEN GIVEN AN INITIAL OFFER. WHAT DO I DO NEXT?

If I receive an initial offer, does this mean I'm guaranteed a slot?

A talk is not guaranteed until we agree on all aspects of the talk (speakers, session title, synopsis etc) . It will then be confirmed on this basis.

Can I change my proposal after being given an initial offer?

No, the initial offer has been made based on the original idea proposed. All changes must be discussed with the Content Team and the session may be revoked if there are significant changes.

I have a confirmed speaker, but they have been asked to be in another talk. Can they take part in both?

No, due to demand we can only feature a speaker/organisation once across the main Festival programme. If there are any conflicts with your speaker's appearances, please contact the Content Team.

The speaker proposed has fallen through; can we replace them with someone else?

If you have any speaker changes, please discuss this with the Content Team before confirming a

replacement.

MY PROPOSAL IS CONFIRMED. WHAT HAPPENS NEXT?

Now that my proposal is confirmed, am I done?

Not yet. There are certain logistical steps (technical requirements, registering for a pass, securing accommodation, VIP requests etc) that are imperative to ensure your talk runs smoothly. A member of the Speaker Operations team will help guide you through this.

I have a query regarding my talk, who do I contact on the content team?

For any questions to do with the content or curation of your talk (e.g. who is speaking, what is being spoken about, the title of your talk) please contact the Content Manager who you will have been working with to develop your idea. For anything relating to the logistical/production element of your talk (e.g. extra technical equipment for a demo, technical related queries, speaker pass queries, accommodation queries etc.) please contact the Speaker Operations Manager you will have been connected with.

Does the Festival cover all AV costs?

The Festival provides a basic AV package and the specifications will be provided in due course. Should you require materials outside of the package, the talk host would be required to cover this cost.

I want to start thinking about booking accommodation and registering for a pass, what is the process?

Your dedicated Speaker Operations Manager will be in touch with these details. If you are successful and you have been offered a slot, you will be able to move forward with booking



passes and hotels.

What passes do I get if my talk is selected?

All confirmed speakers receive a complimentary two-day speaker pass to the Festival giving them access to the Palais on the day of their talk and the day prior (for a technical check). Those who are organising the talk but are not an official speaking at the Festival do not receive a complimentary pass.

What if I am speaking and want to attend the full festival?

You can purchase any delegate pass (e.g. platinum, gold) or there is also the option to upgrade to a "Speaker Complete Pass" for full week access at a discounted rate (€1725 + TVA). Please enquire with the Speaker Operations team for details.

What if I am not speaking but want to attend for the day of the talk?

For anyone who is not a speaker but would like to attend the talk, we offer a one day "Speaker Guest Pass" (€275 + TVA) Please enquire with the Speaker Operations team for details as not everyone is eligible for this pass.

Will Cannes Lions announce my talk/ speakers in marketing communications?

Once offers are accepted, the content of the talk and speakers have been confirmed, and relevant visual assets have been received, we announce speakers at the relevant section of **canneslions.com**.

Do I need to promote my talk?

Yes! Speaker promo is an essential element of your talk. We can never guarantee bums on seats no matter how engaging the content and therefore encourage you to engage heavily in creating and utilising promotional assets. The 'promotional assets' tab of the Speaker Portal has detailed information and provides different ideas on how you can do this.