

# Speaking at Cannes Lions 2019

**YOUR STEP-BY-STEP GUIDE**



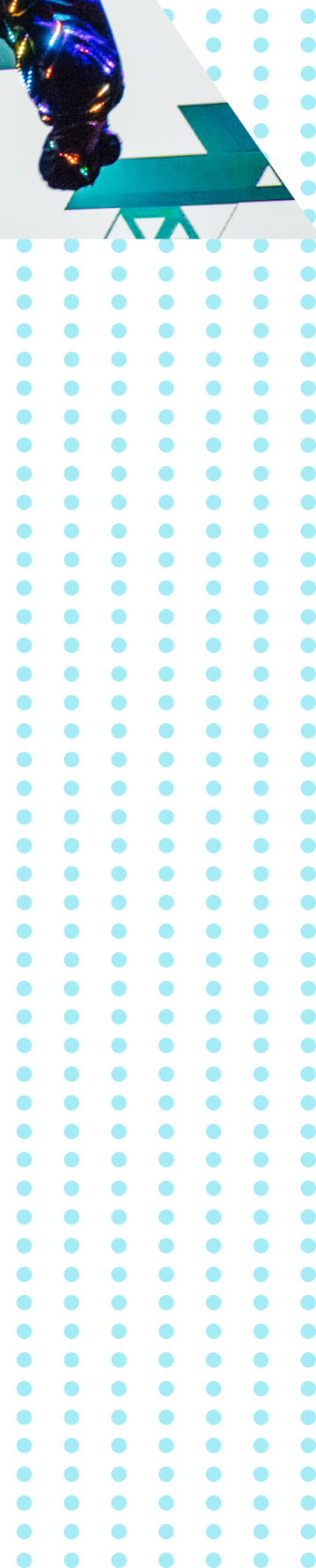
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# ABOUT THE FESTIVAL

**THE 66TH  
CANNES LIONS  
INTERNATIONAL  
FESTIVAL OF  
CREATIVITY  
17 - 21 June 2019**



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.

Speaking onstage at Cannes Lions is a personal and professional game-changer. It is both immensely rewarding and a huge responsibility. Cannes Lions a place for the world's branded communications industry to reflect and re-set.

Attendees expect to see world-class content that will raise the bar of creativity in branded communications. It's where the big industry, as well as the cultural and social, issues and ideas are addressed in a novel, stimulating and pragmatic way. Your global colleagues and counterparts come to Cannes Lions to fuel their creative fire and be blown away by the energy and innovation that's happening outside of their day jobs.



# THE CONTENT PROGRAMME

## WHAT ARE WE LOOKING FOR?

Every year, we receive five times more content submissions than we are able to programme. In 2019, we will be focusing even more on quality over quantity and we will need to be particularly rigorous in our selection process. We're looking for a variety of qualities, with a careful blend across the programme: from topics, to speakers, to formats.

The best presentations and content submissions that make it to the Cannes Lions stages are:

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 Cannes Lions Content Team will be reviewing submissions with these qualities in mind – make sure your submission is clear in what it delivers.



# WHAT WE KNOW WORKS

## THE CONTENT WE PUT ON AT CANNES LIONS NEEDS TO BE ALL KILLER, NO FILLER.

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



### 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.



# CANNES LIONS CONTENT TRACKS

In 2019, we'll see Lions Innovation and Lions Entertainment physically integrated into the Cannes Lions Festival, meaning that the content for these tracks will be hosted across all stages, rather than just in Palais II. The following content tracks run across the Festival over the course of the five days, across all locations.

When you submit, you will need to select which track your idea is best suited to.

## 1. REACH

### **Behind the big idea: insight, strategy and planning**

Interrogating the insight, strategy and planning enabling brands to effectively reach consumers, at scale, in the ongoing war for attention. Powerful communication relies on an intelligent and incisive customer strategy. This track will showcase some of the world's most brilliant thinkers and do-ers; the people who are changing the way we think about our audiences.

## 2. COMMUNICATION

### **The people, the process and the next-gen agency models**

Looking at the creative idea in action – where campaigns come to brilliant life through people, partnerships and processes. This track looks at

the complexity behind executing the wonderful creative idea. It delves in to the detail of client/agency relationships and explores some of the new operating structures and disrupters happening behind the scenes.

## 3. CRAFT

### **The art and craft of effective communications**

Focusing on the skill, talent and flair required to deliver wonderfully executed ideas with the power to cut through. This track deconstructs the detail behind award-winning work, with leading minds and influencers from inside and outside of the branded communications industry. Wonderfully executed campaigns with enduring narratives, nuances and ideas can make and shape culture. Here we explore some of the best.



## 4. GOOD

### **Creativity for good**

Going beyond brand purpose to use branded communications to make the world a better place. This track throws a spotlight on life-changing work and initiatives which make the world a better place. It is much less about the rhetoric and more about the action, evidence and results. Brand purpose is table stakes: this track puts brands and talent who are genuinely moving the dial to improve society and the lives of others at the forefront.

## 5. EXPERIENCE

### **Creativity by design**

Exploring the captivating and transformative experiences that act as powerful brand currency.

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.

This track aims to leave audiences inspired and enthralled by what the future of branded communications might look like.

## 6. INNOVATION

### **Transformative-tech-driven creativity**

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 data-driven, tech-enabled creativity that will transform marketing communications (and the world) as we know it. From AI to VR and everything else in between, our speakers will share ideas and predictions around what the game-changing technologies are, how they will be applied and what impact they might have.



## 7. IMPACT

Impact, effectiveness and results

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

This track investigates the new thinking, advances and challenges in delivering measureable, impactful creative communications. The holy grail of advertising is that it drives business growth and brand equity and in this track, we'll look at how it can do that and who can prove it. We want submissions from the media owners, platforms, agencies and advertisers who are demonstrating ROI, to understand how they are doing it. Impact also looks at personal effectiveness, too.



## 8. ENTERTAINMENT

### Creating culture

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 ecology. 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 CANNES LIONS STAGES

**Location: Lumière & Debussy Stages**  
**Session Length: 20, 30 and 45 minutes**  
**Capacity: 1,065 – 2,280**

On the main stages, content should kindle the spark of creativity so that great ideas can catch fire. Sessions on these stages are likely to be resolutely future-facing and inspirational, and will draw a large footfall. These spaces are large, imposing auditoriums that only skilled and experienced speakers will be able to handle. 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 Debussy Stage will also play host to our transformation-themed content. Here, we'll put on a series of sessions, hosted by brands, who will be sharing and discussing their journeys towards driving innovation and creativity. Topics covered here are practical by nature, exploring the day-to-day challenges associated with driving innovation in your brand – from culture, to partnerships, to new ways of working.

**Location: Palais II Stage**  
**Session Length: 30 and 45 minutes**  
**Capacity: 450**

Here we'll host sessions across all the tracks including thematic days to be confirmed. It's a wide-open, circular space with a large audience capacity.

**Location: The Terrace Stage****Session Length: 45 minutes to 1 hour****Capacity: 200 seated, up to 1000 standing**

An expansive, open-air space, this area has a relaxed, informal and festival vibe. Host to game shows, workshops, performances and interactive sessions in 2018, it is where a lot of the festival magic happens! Submissions for this space should be immersive or interactive (think workshops, un-conferences).

**Location: The Forum****Session Length: 45 minutes****Capacity: 280**

A space for speakers to deliver industry best-practice or actionable ideas for the audience, around the eight Cannes Lions themes. The

sessions that rate the best often feature industry experts or eminent creatives, who share candid insights about the work that they are doing. This space is a more casual presentation environment, where the speakers are very accessible to the audience. It is an ideal space for confident and capable speakers, or more specialised presentations. There are also opportunities for live Q&A and audience interaction.

The Forum also plays host to 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**.





**Location: Makers Lab**

**Date: Wednesday 19 June –  
Friday 21 June**

**Session length: 90 minutes**

**Format: Interactive workshops –  
technical, skill building**

This space is for highly interactive, hands-on content covering practical, skill-based issues. The Makers Lab allows active learning and there is unlimited opportunity for interaction, practical elements and exercises. Content can be both technical skills based (e.g. coding, rapid prototyping, AR workshops), ideation-based (e.g. creative thinking, innovation workshops), or craft-based (e.g. storytelling, music workshop).

**Location: Interactive Stage**

**Date: Wednesday 19 June –  
Friday 21 June**

**Session Length: 30 minutes**

This stage will take the tech trends, such as AI or AR and bring them to life in a creative context. Sessions here will deep dive into the opportunities, use cases, examples, challenges and reviews of specific technology. Plus, most importantly, their application in the branded communications ecosystem. Session ideas should include live demonstrations of the technology and practical issues in discussion. All technologies welcome!

**Location: The Cannes Lions Beach**

**Session Length: 1 hour**

At the Cannes Lions Beach, we host a series of Cannes-curated debates. These include the CMO panels, Chief Creatives panels and Badass Women sessions. You can nominate a panellist here: <https://tinyurl.com/CLspeakernomination>

See the next page for more details.





## CANNES LIONS CURATED CONTENT

In 2019, the Content Team will curate a series of our own Cannes Lions-hosted content sessions, designed to challenge thinking and 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 would 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.

We also host a series of debates on the Cannes Lions Beach. These include the CMO panels, Chief Creatives panels and Badass Women sessions. You can nominate a panellist here: <https://tinyurl.com/CLspeakernomination>



# CANNES LIONS SCHOOL

Location: Cannes Lions School Campus, Palais II

We're also on the hunt for brilliant minds and creative connoisseurs to inspire the next generation of talents and leaders. At the Cannes Lions School, content is engaging and interactive, able to spark authentic conversations, pique curiosity or encourage experimentation in a more intimate Cannes environment.



## Young Lions Stage

**Session Length: 30 minutes to 1 hour**

**Capacity: 250 and up to 300 standing**

A space to inspire rising talents with infectious energy and passion. Located in the heart of Cannes Lions School Campus, this circular stage has a buzzy atmosphere and homely vibe. Submissions for this space should be highly engaging, future-oriented, and ground-breaking for young talent.

## Young Lions Academies

**Session Length: 30 to 90 minutes**

**Class Size: 30-40**

The most intimate learning environment in Cannes, our Academy classrooms hold hand-picked global talent under the age of 30. Academy content is authentic, inspirational and interactive. Speaking engagements must be non-commercial, providing tangible takeaways and meaningful experiences for students.

Learn more about the **Cannes Lions School**: [canneslions.com/learn](https://canneslions.com/learn)



# 5 STEPS TO PUTTING TOGETHER A GREAT CONTENT PROPOSAL

## STEP 1: BRAINSTORM YOUR CONTENT PROPOSAL

Cannes Lions is all about creative communications and so creativity must always sit at the heart of your idea.

### WHAT is your story?

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

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

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

### 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 to 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 are absolutely not a requirement for securing a slot at Cannes Lions. 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.

#### Moderators

They 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.



## 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 looks messy and is distracting for the audience.

### 2. Diversity

Cannes Lions is a truly global event and we 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 and reflect the world at large.

### 3. Relevance over seniority

Often, our audience want 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.



## HOW can you tell your story?

We can't stress enough how important it is to get the format and delivery of your session exactly right. People often leave this to the last minute – focusing instead on the guests and the synopsis – and it shows. A great story poorly told is a great story gone unheard.

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. 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 how you convey 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.

The Cannes Lions Content Team is highly experienced in helping to develop content and format ideas, so please contact us at any stage should you like some assistance (see contact page for details).



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

Online Call for Content  
Submission Form:  
[content.canneslions.com](https://content.canneslions.com)



- 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) 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). There is also a discounted “Mini Speaker Pass” available. Please enquire for details.
- 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 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 & SUBMIT YOUR PROPOSAL

Take some time to get familiar with the Call for Content Submission form. We are looking for considered submissions and rushed proposals stand out clearly (for the wrong reasons) in the review process. Call for Content Submission form (see below). Hosting a session at Cannes Lions can be a transformative experience and is a journey of discovery we take together – some speakers say working with us to put together a piece of content for the Cannes Lions stage helps them find their voice. 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.

In the submission, you will be asked to propose an idea for a content session, including:

- A session title (this is really important and sets the tone for the presentation: please do think hard about it)
- A brief description of your session
- A proposed format (talk, discussion, interactive, technical/workshop)
- The track that you feel your session aligns most closely with
- Questions the session intends to answer
- Supporting information (think video links, press coverage etc)
- Speaker information (you can also add video links to the speakers presenting elsewhere).

#### To note

All content is subject to the Cannes Lions 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 4: THE TIMELINE – WHAT HAPPENS AFTER YOU SUBMIT?**

This timeline illustrates 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 Cannes Lions Content Team to discuss your application. (See the contact page for details).

### **SUBMIT A PROPOSAL**

**Proposal deadline:**

**Friday 14 December 2018**

All proposals must be submitted through the online content portal ([content.canneslions.com](http://content.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 Cannes Lions 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 proposals 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**

**February 2019 onwards**

If your proposal is successful through first review, a member of the Cannes Lions 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 agreed. Spaces are limited and some proposals may be offered a slot on a different stage to the one they initially envisioned.

### **CONFIRMATION & ANNOUNCEMENT**

**From February 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](http://canneslions.com) and in marketing communications. We sometimes announce speakers while session content is still in development.

## STEP 5: PREPARE FOR YOUR MOMENT IN THE SPOTLIGHT

### DEVELOPMENT & DELIVERY

March 2019 onwards

As sessions and speakers are announced, the Cannes Lions 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.

### 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 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. Enjoy it!

### 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 CANNES LIONS CONTENT TEAM CONTACTS**

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Online Call for Content Submission Form:

**[content.canneslions.com](https://content.canneslions.com)**