

20-24th June 2022

## CANNES LIONS 2022

### HELP & FAQS

If you have any further questions, please [contact content@canneslions.com](mailto:contact.content@canneslions.com)

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#### CANNES LIONS 2022 FESTIVAL

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### **What is [lions.creativity.com](https://lions.creativity.com)?**

This is an updated central hub of our usual Festival Content Portal which you might have seen over the years. This updated portal allows people to submit all their content ideas, whether this is for Cannes Lions Festival, our digital events or to be considered for an editorial piece. This portal helps us keep track of everyone interested in contributing to any form of content at LIONS.

The LIONS content portal is where you can upload your biographies, headshots, thumbnails, synopsis, trailers and films (if applicable). Once uploaded these assets are checked on our side and published onto the Cannes Lions platform.

## **CANNES LIONS 2022 FESTIVAL**

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

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

No, there is no cost to speak at the Festival, nor does Cannes Lions pay any speaker fees. If your session is selected, you are responsible for covering the costs associated with the session e.g. speaker accommodation and travel expenses.

#### **What is the deadline for submitting a proposal?**

The LIONS content portal is open year round to submit your ideas. For Festival content, the deadline is 28th January 2022. Any proposals made after this date will still be received however, we cannot guarantee that they will be reviewed for the Festival.

#### **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 streams at the Festival. How do I find out how they differ?**

Please view the [Content Guide](#) for more details.

**Who attends the Festival?**

Attendance is predominantly made up of advertising agencies, clients, media companies /agencies, tech, production, press, public relations and design agencies. A breakdown is included in the [Content Guide](#).

**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/ground your speakers could cover. It also better your chances of success!

**Do I have to submit an idea alongside the talent? Or can I just submit the talent alone?**

We need to see both the idea and the talent. To give the 'idea' or 'talent' the best possible chance of being selected to contribute to LIONS, we would need to see the full picture of what you are proposing.

**How many times can we be on the Festival programme?**

Due to high demand, we only feature a speaker/organisation once during the main Cannes Lions Festival Programme.

**LET'S GO! I'VE DECIDED I'D LIKE TO SUBMIT. WHAT DO I DO?**

### **What is the best first step to crafting a submission?**

That's easy! Work your way through the [Content Guide](#). All of our research and delegate feedback has been used to put together this document. It outlines our plans for the content programme in 2022, what we're looking for and how to put together a solid submission.

### **How can I make my submission stand out?**

Each year, we receive hundreds of proposals to speak at Cannes Lions. No spot is guaranteed and due thought and consideration should be put into your submission. We can tell when someone has really thought about their ideas and when someone has filled out the form in a rush! Be clear in your title and synopsis about what the session is.

### **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, use the submission form to share with us bullets of what questions the session will answer, or video footage of your speakers in action.

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

### **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](mailto:content@canneslions.com) along with your log in details. You can go back in at any time and edit your proposal.

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

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

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

We will begin confirming content in February 2022. A member of the Content Team may contact you to ask you more questions about your proposal or, offer you an initial slot, subject to speakers being confirmed and session content agreed. If you do not hear from us immediately, this only means your proposal is still in consideration. At this point, no news is good news as it means your ideas are still in the mix!

### **How do I know the status of my proposal?**

If you click the submission link initially received, in the top right hand corner you will see 'my submissions' - this displays the the status of your idea(s); under review, on hold, confirmed, published, or unsuccessful

### **Will I get feedback on my ideas, successful or not?**

We strive to give feedback on as many ideas as possible, but due to sheer quantity, this is not always possible. Ahead of the submission deadline our feedback will be light as our full consideration on what will make the programme is given after we receive all submissions and begin review.

## EXCITING! 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 session is not guaranteed until we agree on all aspects of the session (speakers, session title, synopsis etc) and the session is then confirmed on this basis.

### **How long do I have to get all my speaker bits in order?**

You have two weeks from having your talk put 'on hold' to getting it confirmed.

### **Can I change my proposal after being selected?**

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 session. 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.



## YIPEE! MY SESSION IS CONFIRMED. WHAT HAPPENS NEXT?

### **How do I bring my idea to the stage?**

Your contacts in the Cannes Lions Content Team are dedicated to your session; a Content Manager will help shape the content with you and an Operations Manager will ensure you have all the next steps in place to take the stage.

### **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 session holder 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 Operations Manager will be in touch with these details and more once confirmed.

### **What passes do I get if my session is selected?**

All confirmed speakers receive a complimentary speaker pass to the Festival. Those who are organising the session on your side who are not officially speakers at the Festival do not receive a complimentary pass.

### **Are there any opportunities to promote my session/film?**

Absolutely, please see the 'Speaker Promo' tab on the content portal for more information on how you can promote your session or film.



**Where will my session be hosted?**

All content will sit behind the paywall on the LIONS Membership platform (<https://www.lionscreativity.com/membership>) and also be added to our intelligence platform, Love The Work (<https://www.lovethework.com/>)

**For any other questions please contact [content@canneslions.com](mailto:content@canneslions.com)**