BRINGING YOUR IDEA TO THE CANNES LIONS STAGE:
YOUR STEP-BY-STEP GUIDE
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 changes the course of communications.

2016 CONTENT PROGRAMME

The Cannes Lions content programme is where the world’s greatest creative communicators seize the chance to set the agenda for the year ahead. This is your platform to reflect, to rally and to inspire. If you think you have an idea that the whole industry needs to hear, your pitch needs to be creative (in every way). This creativity must flow throughout, from idea to execution… remember this is a festival of creativity.

Quick tip:
Take this guide with you when brainstorming your content ideas.
STEP 1
BRAINSTORMING YOUR CONTENT PROPOSAL
WHAT DO YOU WANT TO BE KNOWN FOR AT CANNES LIONS 2016?

Cannes Lions is all about creative communications and so creativity must always sit at the heart of your idea.
Take a moment to think about the story you want to tell at Cannes Lions. The best Cannes Lions talks tend to focus on a single clear message or idea. This is your opportunity to speak to a room full of creative communicators from around the world. What are you going to say?

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

<table>
<thead>
<tr>
<th>An inspirational piece or a big idea</th>
<th>Something that moves the audience emotionally</th>
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<tbody>
<tr>
<td>A big announcement or game-changing development</td>
<td>A story that changes the landscape of creativity</td>
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<tr>
<td>Burning industry issue</td>
<td>A story that explores current affairs and their impact on the future of the industry</td>
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<tr>
<td>Insights for the creative world</td>
<td>Trends and insights that will change how people approach their work</td>
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<tr>
<td>Call to action</td>
<td>Inspire and challenge the audience</td>
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<td>Beautiful creative story</td>
<td>Inspire the audience with compelling stories of creative journeys</td>
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<tr>
<td>Fresh ways of creative thinking</td>
<td>Inspire the audience to think differently and challenge their creative beliefs</td>
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<tr>
<td>Reviews of good work</td>
<td>These go down particularly well with our audience, especially when they include examples from several different agencies</td>
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<tr>
<td>In-depth case study</td>
<td>Detailed analysis and deconstruction of campaigns and creative executions</td>
</tr>
<tr>
<td>How-to guide on a creative issue</td>
<td>Educational stories that impart knowledge, new skills or techniques</td>
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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 it.
WHO

SHOULD 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 relevancy is key – not just to the idea, but also the Cannes Lions audience.

Does your speaker line-up consist of the following?

Creatives
Senior creative figures, C-Suite creatives, rising stars, high achievers, mavericks and industry legends are always popular with our audience.

Creative celebrities
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, including philosophers and theorists, but also scientists, engineers, 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.

Quick tip: Speaker numbers
We recommend that you have no more than four people on stage at one time (including moderator/interviewer). Too many people on stage looks messy and distracting for the audience.
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 – focussing instead on the speaker 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, 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 want to convey your idea.

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

- **Keynote-style presentation**
  One or two people deliver a talk, with optional presentation materials

- **Structured debates and discussions**
  A structured panel session, with a professional moderator and no more than four people

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

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

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

- **Interactive/practical element**
  Includes solo and team challenges, competitive elements, collaborative projects

- **Live Q&A**
  Question and answer formats, with audience participation. Could include debate or voting elements

**Quick tip:**
This is not a corporate conference, it’s the International Festival of Creativity. Successful session holders will be presenting to some of the most highly powered, smart and well-informed people on the planet, casually dressed in shorts and sneakers. You are 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.
STEP 2
WHERE DO YOUR IDEAS FIT?
Creative Inspiration sessions should kindle the spark of creativity. There is no specific theme to the programme on these famous main stages and the programme will cover creativity in all its forms.

The Creative Inspiration stages 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 on-site delivery – so we’re open to all ideas.
For 2016, the popular Cannes Lions Forum and Workshop programmes will be combined under a new content strand called Creativity in Focus. This strand will address everyday industry issues and challenges, delving into key topics that provide ‘need to know’ and ‘how to’ insight.

The Creativity in Focus programme, with a mixed structure of stage-bound and interactive sessions, provides a place for learning and enquiry. Sessions must feature clear take-away elements for the audience to build their own personal ‘creative toolkit’.
The Creativity in Focus stages are more casual presentation environments, 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 opportunities for live Q&As, audience interaction and in the workshops there is unlimited opportunity for interaction and practical elements.

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.

THE CREATIVITY IN FOCUS THEMES FOR 2016 INCLUDE:

1. New creative processes
2. Understanding audience behaviour
3. Deconstructions and analysis of creative work from around the world
4. Maximising creativity across channels
5. Understanding the age of the “personalised everything”
6. The secrets of working successfully with clients
7. Working with creative talent
8. Disruptive creativity
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 fresh and created specifically for the Festival.

• Due to high demand, we can only feature a speaker/organisation once during the Creative Inspiration and Creativity in Focus programme, however organisations can host additional sessions at Health, Innovation and Entertainment.

• 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.
STEP 3
WRITE AND SUBMIT YOUR PROPOSAL

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**

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.

**EVALUATION**

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.

**OFFERS**

A member of the Cannes Lions Content Team will 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.

**CONFIRMATION AND ANNOUNCEMENTS**

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.
MARCH 2016 ONWARDS

DEVELOPMENT AND DELIVERY
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 will work with each session holder to assist with any technical requirements and offer guidance on session promotion before, and during, the Festival.

18-25 JUNE 2016

THE 63rd CANNES LIONS INTERNATIONAL FESTIVAL OF CREATIVITY
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!
WHAT IS CANNES LIONS?

The International Festival of Creativity, also known as Cannes Lions, is the world’s leading celebration of creativity in communications and encompasses Lions Health, Lions Innovation and Lions Entertainment. Founded in 1954, the Festival takes place every June in Cannes, France.

The Festival is also the only truly global meeting place for advertisers, advertising and communication professionals. More than 15,000 delegates from 95 countries attend a week-long programme of exhibitions, screenings and talks by worldwide thought leaders. As the networking and learning opportunity of the year, Cannes Lions is the must-attend event for anyone involved in brand communications.

As the most prestigious international annual advertising and communications awards, over 40,000 entries from all over the world are showcased and judged at the Festival. Winning companies receive the highly coveted Lion trophy, a global benchmark of creative excellence, for Film, Print, Outdoor, Interactive, Radio, Design, Product Design, Promo & Activation, Film Craft, Mobile and Integrated advertising, as well as the best Media, Direct, PR, Integrated, Creative Effectiveness, Creative Data, Innovation, Entertainment and Music ideas.
Attracting a broad range of people from across the breadth of the creative communication landscape, the seniority of the audience is split between 70% leaders including creative directors, art directors, CEO’s, CMO’s, VP, Chairman and 30% the next generation leaders, including brand managers, copywriters, account managers and marketing executives.
THE CANNES LIONS CONTENT TEAM

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*Please note Alethea Rous, Head of Festival Content, is on maternity leave from 19th November 2015. In her absence Charlotte Williams will be responsible for all aspects of the Cannes Lions 2016 content programme so please direct your enquiries to her.

For more information please visit canneslions.com.

If you would like to be considered as a session holder for Lions Health, Lions Innovation or Lions Entertainment please follow the links below:

Lions Health, 18-19 June 2016
Speaking Opportunities: Annie Smith
AnnieS@canneslions.com

Lions Innovation, 21-22 June 2016
Speaking Opportunities: Natasha Woodwal
NatashaW@canneslions.com

Lions Entertainment, 23-24 June 2016
Speaking Opportunities: Mark St. Andrew
MarkSA@canneslions.com