

Day 1: Monday 22 June

09:30 - 10:45 Academy classroom: Welcome and introductions

Bob Isherwood, Academy Dean

Lindsay Lamb, Academy Tutor

Terry Savage, Chairman, Lions Festival

11:00 - 12:00 Academy classroom

Meditation session

Caroline Rossy, Spiritual teacher

12:00 - 13:00 Lunch

13:00 - 13:45 Festival Seminar - Grand Auditorium

9th Annual Grey Music Seminar

Marilyn Manson, Musician

Tor Myhren, Worldwide Chief Creative Officer, Grey Group

14:15 - 15:00 Academy classroom

Creative writing workshop with Bob Isherwood

15:00 - 16:30 Academy classroom

Who's Gonna Save the World Tonight

Mary Lee Copeland, Executive Creative Director, The (next level) Storytelling Academy (TNLSA)

The (next level) Storytelling Academy Executive Creative Director, Mary Lee Copeland, takes you on a journey that is emotional, an experiential theme clarification and story structure exercise.

17:15 - 17:45 Forum Stage - Audi A

The Art of the Deal: Live!

Natalie Imbruglia, Music Artist, Brand Synergy Group

Jeff Straughn, Chief Executive Officer, Founder, Brand Synergy Group

Marcus Peterzell, Executive Vice President, Ketchum Sounds

Jeffrey Moran, Vice President, Public Relations, Events and Sponsorship, Pernod Ricard

17:30 - 19:00 Cannes Connect Bar - Riviera Terrace

19:00 - 21:00 Awards Ceremony - Grand Auditorium

Direct, Mobile, Press and Promo & Activation Lions Awards & Young Lions Print Competition Awards

21:00 onwards Young Lions Party – Cannes Connect Bar

Day 2: Tuesday 23 June

09:30 - 10:00 Academy classroom

Recap Day 1

10:00 - 10:45 Festival Seminar - Grand Auditorium

Creating Constellations: Unleashing Creativity Through Collaboration

Bob Pittman, Chairman, CEO, iHeartMedia, Inc.

Pharrell Williams, Artist

11:30 - 12:15 Academy classroom

Q&A with Ryan Seacrest

Ryan Seacrest, American radio personality, television host, and producer

12:15 - 13:00 Lunch

13:00 - 14:30 Academy classroom

Pop up agency workshop - You only need 48 hours to solve a brief

Maksimilian Kallhed, Founder & Director, The Pop Up Agency

Abraham Abbi Asefaw, Founder & Director, The Pop Up Agency

2h workshop designed to inspire industry professionals for new ways of working. The Pop Up Agency have selected two chapters of the Pop Up method to simulate a condensed 48H briefing session. We will emphasize on idea generation tools and decision making exercises and give the participants tangible tools to implement at their agencies.

15:00 - 15:45 Academy classroom

Radiant Thinking and Capturing Creativity

David Shing, Digital Prophet, AOL

Learn the art of radiant thinking, better known as Mind-mapping. A form of visual outlining, may seem superficial, but once mastered it provides a powerful tool for managing information overload and the hyperbolic multitasking of the modern world. We will spend an hour, exercising the power of the visual cortex and flexing the right side of your brain. It sounds like hocus-pocus but it is a technique used by many creative people and teams across the world today. We will also learn along the way why capturing creativity matter now more than ever.

16:00 - 16:45 Festival Seminar - Debussy

Whiskey, Rum, Board Shorts and Advertising

Chuck Porter, Chairman, CP+B

Andrew Keller, Chief Executive Officer, CP+B

Neil Riddal, EVP, Exec. Director, Product Innovation, CP+B

16:50 - 17:20 Academy classroom

Q&A with Grace Helbig, Comedian, Actress and Youtube Star

17:30 - 20:00 Cannes Connect Bar - Riviera Terrace

19:00 - 21:30 Awards Ceremony - Grand Auditorium

Media, PR, Outdoor, Glass and Creative Effectiveness Lions Awards, Young Lions Media and PR Competition

Day 3: Wednesday 24 June

09:30 - 10:00 Recap Day 2 – Academy classroom

10:00 - 10:45 Academy classroom

Fuck Those People: Dealing Constructively With Rejection

Advertising is a business of constant rejection. Jeff Goodby discusses how to deal with it, bounce back, and get even better.

Jeff Goodby, Co-founder and Co-chairman, Goodby Silverstein & Partners

11:00 - 12:30 Academy classroom

Decoding Innovation

Yonathan Dominitz, Founder, Mindscapes

You might think that some people are just more creative than others. But it is possible to train yourself to think more creatively. Mindscapes has decoded recurring thinking patterns of creativity and developed a set of tools which you can use to boost your own creative innovation. This is your chance to super-charge your creative brain.

Key Learning Takeaways:

1. The notion of creative thinking patterns in creativity
2. 3 specific tools to boost innovation & creativity
3. How to break structural and functional fixedness thinking

12:30 - 13:00 Lunch

13:00 - 13:45 Festival Seminar - Grand Auditorium

YouTube: Music in the Digital Age

Grace Helbig, Comedian, Actress and YouTube Star

Jamal Edwards, Founder, Chief Executive Officer, SB.TV

Mark Ronson, DJ, Producer

Day 3: Continued

14:00 - 14:45 Academy classroom

How to come up with, and identify, a Big Idea and all its mistresses and trimmings.

Sam Saunders, Chief Creative Officer, Writer, Oceanyc

What are some simple questions to ask yourself? To ask of the audience? I have these tools. What is the best way to understand the audience, in a way that goes deeper than the brief? I call it method concepting. I have found a way to show young creatives how to express their big idea, and then how that might manifest as a campaign line. I've figured out how a tagline and the big idea's campaign line (should) work together harmoniously. I've figured out a simple test they can implement to identify if what they've come up with is a big idea or not. I've heard creatives throw out quick 'other thoughts' from the 'extra shit' on the back page of their sketchbook and seen a massive idea in it. This workshop will ensure they can see gold in that guff and a big idea never, ever goes to waste.

Key learning's:

1. How to concept, identify and blow out a big idea
2. How to understand a campaign hierarchy
3. Knowing if you've written a campaign line or a tagline, and how they work together

15:00 - 15:45 Academy classroom

How journalists handle crisis management, prepare and deal with tough interviews

Lucy Hocking, Journalist, BBC

How does an experienced news journalist handle a crisis situation? And how do they prepare for a really tough interview? BBC World News correspondent and presenter Lucy Hockings has spent the past 15 years in front of or behind the camera, reporting on major world events for the BBC's international TV news channel. In this exclusive session, Lucy will tell you what it feels like to experience a huge, sometimes terrifying, news story as it unfolds. She will talk about her role in covering the September 11 attacks, the Asian tsunami in 2004, the global financial crisis in 2008, and the Arab Spring uprisings across the Middle East. Lucy will also reveal her top tips for dealing with tricky situations and handling difficult interviews. There will be lots of time to ask Lucy questions.

Key takeaways:

1. How to get the best out of difficult interviews/people
2. Techniques for managing crisis situations
3. Staying creative under the pressure of challenging deadlines

16:00 - 16:45 Academy classroom

The Ups & Downs of Working at Agencies Abroad

Mark van der Heijden, Blogger, The Backpacker Intern

In January 2014, Mark van der Heijden waved goodbye to his job as a creative copywriter at LEMZ Amsterdam, tossed his home into a backpack, and hit the world as 'The Backpacker Intern', helping out agencies, brands and charities in exchange for room and board. The journey has brought him to 25 countries on six continents where he worked at 30 companies such as TBWA\Chiat\Day Los Angeles, Ogilvy Cape Town, Red Bull Austria, JWT Buenos Aires and DDB Vietnam. His journey has given him a unique perspective on working at agencies abroad. In an exclusive talk at the Young Creative Academy, Mark will share what he has learned. Expect a story of blood, sweat, tears and beers.

17:00 – 18:30 Academy classroom

LEGO workshop - 'Co-Create the Future'

Casper Willer, Executive Creative Director & Partner, Another

Thorkild Bjerre, Creative Director, Another

Officially this session is all about the new open approach in the creative economy. Unofficially, this is 90 minutes where you get to play with LEGO. Yes, we're serious. The world's most successful companies are harnessing the power of consumer involvement, co-creating the future of brands, in collaboration with the people that care the most. Copenhagen agency 'Another' are proud to introduce their fellow Danes from LEGO, one of the worlds most loved and creative brands in a session that will change the way you think about collaboration.

17:30 - 19:30 Cannes Connect Bar - Riviera Terrace**19:00 - 21:30 Awards Ceremony**

Design, Product Design, Radio and Cyber Lions Awards, Young Lions Cyber and Design Competition

Day 4: Thursday 25 June

09:30 - 10:00 Recap Day 3 – Academy classroom

10:00 - 11:15 Festival Seminar - Grand Auditorium

New Directors' Showcase: Celebrating 25 years of supporting new talent
Saatchi & Saatchi

11:30 - 13:00 Academy classroom

Listening to kidnappers, terrorists and each other
Simon Wells, Director, Acacia 17

The world has witnessed some horrific incidents over the recent years, particularly in the past few months. These incidents have included kidnappings and other acts of terrorism. Behavioural Science research has been used to better understand why people act in these ways but also how to communicate with them and try to influence their behaviour.

13:00 - 14:00 Lunch

14:00 - 14:45 Tour of the work ACT Exhibition (meet at the ACT entrance)

Sophie Guérinet, ACT Responsible Co-founder, in charge of Content & Events at ACT Responsible
Isabel Kurata, co-founder, ACT Responsible & The Good Report

15:00 - 15:45 Academy classroom

ABUNDANCE WORLD: A look into the future for brands and agencies
Ben Jones, Creative Director, ArtCopyCode team, Google

We open our phones 150x a day. We're watching more than 2x the amount of video than 2 years ago. What the heck are we doing? What are we after? What does it mean for brands, agencies, and people? Google will share how it looks at the future and what we're cooking up to shape it. Get a look at the best of what's out there, what's new, and what's never been done (but should be). This session is designed to give agencies and brands an inspirational perspective on how Google views the future of marketing, encompassing our own work and the best of others. It will give them new ways to think about their own work and the potential of our platforms to help them in a way that drives relationships (and business) forward.

16:00 - 17:30 Academy classroom

The Internet of Things Designing for Magical Moments of Truth
Liz Keihner, Senior Design Manager, IBMiX Interactive Experience
Radically simple design is what makes enchanted experiences

Day 5: Friday 26 June

09:30 - 10:00 Recap Day 4 – Academy classroom

10:00 - 10:45 Innovation Festival - Inspiration Stage

Saving the World, one Asteroid at a Time

Dr Francesca DeMeo, Planetary Scientist, Department of Earth, Atmospheric and Planetary Sciences, Massachusetts Institute of Technology (MIT)

Jason Kessler, Asteroid Grand Challenge Program Executive, NASA

Tyler DeAngelo, Executive Creative Director, mcgarrybowen

11:00 - 11:45 Academy classroom

Creative consistency, despite everything

Pablo del Campo, Worldwide Creative Director, Del Campo Saatchi & Saatchi

The importance of defining clear focus and clear goals, understanding the limits, and taking advantage of unexpected opportunities like local, regional or global crisis

12:00 - 12:15 Red carpet steps: Academy group photo

12:15 - 13:15 Lunch

13:15 - 14:00 Festival Seminar - Grand Auditorium

Good at your job? Stop doing it for someone else

Bryan Collins, Founder, Creative Director, One Twenty Three West

Scot Keith, Founder, President, Chief Executive Officer, One Twenty Three West

14:45 - 15:45 Leadership workshop with Bob Isherwood

15:45 - 16:45 Graduation, Action Plan

17:30 - 21:00 Cannes Connect Bar Drinks - Riviera Terrace

18:30 - 21:00 Lions Innovation Awards Ceremony

The Innovation Lions After Party