

CALENDAR

Monday, June 17

Making Money is Art, Good Business is the Best Art

Location: Health Inspiration Stage, Palais II
Contact name: Victoria Park
Contact email: Victoria.Park@mccann.com
Website:
<https://www.canneslions.com/attend/planner#/agenda/event/making-money-is-art-good-business-is-the-best-art-e1-36678>
Time: 10:05AM - 10:35AM
Participating Agency: McCann Health

As we know, Andy Warhol, paraphrased here, was way ahead of his time. As consumers, particularly millennials, gravitate towards businesses that share their values for social responsibility, businesses are discovering that making a profit doesn't have to come at the expense of making positive contributions to society. Doing good is good business. Taking inspiration from the words of Bill Bernbach, "Creativity is the most powerful force in business", Matt demonstrates how creativity is truly the key to doing good work that works. And proves that doing good is not just a guiding principle but also an invaluable business strategy.

Questions this session will answer:
Why doing good is doing good business

Why millennials will bypass your brand if it doesn't contribute to the well-being of the planet

How business has the potential to be a force for positive change that shines through as a core belief of the millennial generation

How Do You Turn Consumers Into Powerful and Passionate Communities?

Location: Warner Media's Apartment
Contact email: mary.coleman@mccann.com
Time: 2:30PM - 4:30PM
Participating Agency: McCann

Speaker: John Mescall

*Invite only, formal invitation to follow. To inquire please contact mary.coleman@mccann.com

SeeHer's #SeeHerHearHer, Panel Discussion

Location: FQ Penthouse, Martinez
Time: 4:00PM - 5:00PM
Participating Agency: McCann

Raja Rajamannar, Mastercard; Devika Bulchandani, McCann Worldgroup and others.
Moderator: Shelley Zalis, TFQ

IPG Welcome Cocktails in Cannes

Location: Plage Croisette Beach Beach (Across from the Carlton & Martinez), 65 Boulevard de la Croisette
Contact name: Eileen Beverley
Contact email: Eileen.Beverley@interpublic.com
Time: 6:00PM - 9:00PM
Participating Agency: IPG

We invite all IPG corporate and agency employees who are in Cannes to attend.

Tuesday, June 18

How Health Communicators can Counter

Vaccine-Hesitancy and Refusal

Location: Health Inspiration Stage, Palais II

Contact name: Victoria Park

Contact email: Victoria.Park@mccann.com

Website:

<https://www.canneslions.com/attend/planner#/agenda/event/combating-anti-vaxxers-clear-and-present-danger-to-global-health-security-e1-36765>

Time: 2:00PM - 2:45PM

Participating Agency: McCann Health

Vaccines. One of the world's most successful and cost-effective public health interventions to date, saving millions of lives each year. And yet a growing movement of vaccine "hesitancy" has become one of WHO's top 10 threats to humankind, contributing to outbreaks of almost forgotten diseases like measles. Innovations in vaccine development are focused on Pneumonia, Ebola, Zika, Dengue and others. However, public health progress is under threat by rapidly expanding groups of sometimes well-meaning but poorly-informed communities. New and creative ways to engage with skeptics to promote vaccine confidence and improve uptake are urgently needed. We'll explore vaccine hesitancy and hear from leading public health and industry experts about what can be done to confront this growing global health.

Wednesday, June 19

IPG Women's Breakfast @ Cannes

Location: The Martinez Hotel

Contact name: Eileen Beverley

Contact email: Eileen.Beverley@interpublic.com

Time: 8:00AM - 10:30AM

Participating Agency: IPG

Registration and Breakfast begins at 8 AM, Program starts at 8:30 AM.

Living in the Age of AI: Documentary Screening

Location: Debussy Theatre, Palais I

Contact name: Victoria Park

Contact email: Victoria.Park@mccann.com

Website:

<https://www.canneslions.com/attend/planner#/agenda/event/living-in-the-age-of-ai-documentary-screening-e1-37075>

Time: 10:00AM - 11:00AM

Participating Agency: McCann

Machine Learning: Living in the Age of AI, directed by Chris Cannucciari, is a new documentary film from WIRED and McCann Worldgroup that puts a human face on AI and explores how emerging technologies are affecting the people that actually use them.

Through a screening of the documentary, we will examine the extraordinary ways in which we are interacting with these new technologies, and explore how AI can help brands play a meaningful role in people's lives.

Questions this session will answer:

How is AI playing a meaningful role in people's lives today, and why should marketers pay attention?

IPG Women's Panel

Location: The FQ Lounge, Martinez

Time: 12:00PM - 12:45PM

Participating Agency: IPG

Thursday, June 20

The Perfect Balance—Do Clients Generate the Best Work When They Treat Agencies Like

Partners?

Location: Grand Hotel Lawn, 45 Boulevard de la Croisette

Contact name: Mary Coleman

Contact email: mary.coleman@mccann.com

Time: 9:00AM - 10:30AM

Participating Agencies: none

*Invite only, formal invitation to follow. To inquire, please email mary.coleman@mccann.com

**Getting to the Truth: The Perfect Balance—Do
Clients Generate the Best Work When They Treat**

Agencies like Partners?

Location: The Grand Hotel Lawn

Contact email: mary.coleman@mccann.com

Time: 9:00AM - 10:00AM

Participating Agency: McCann

Laurent Faracci, EVP, Global Category, RB Health

McCann Worldgroup and Campaign Magazine

*Invite only, formal invitation to follow. To inquire please contact
mary.coleman@mccann.com

RESOURCES