

## CALENDAR

Monday, June 18

### Searching for Syria - Using Technology for Good

Location: The Forum, Palais I  
 Website: <https://www.canneslions.com/the-festival/programme#/agenda/event/searching-for-syria-using-technology-for-good-e1-29675>  
 Time: 10:00AM - 10:40AM  
 Participating Agency: R/GA

It was seven years ago this March that our generation's worst humanitarian crisis began. Since then over five million people have been forced to leave their homes, possessions and families to seek shelter throughout the Middle East, Europe, and around the world. Google, UNHCR and R/GA came together to create "Searching for Syria," an innovative way for everyone to explore the top five most common search queries people around the world are asking. This talk takes us behind the scenes and will explore how interactive experiences and technology can be used as a force for good. We'll discuss how this project driven by data, journalism and a strong narrative helped combat empathy fatigue, broke down stereotypes and re-engaged audiences globally.

Speakers: James Temple, Andre le Masurier

### Here are the Women

Location: BoatFCB  
 Time: 11:00AM - 11:45AM  
 Participating Agency: FCB

Four fearless female leaders from different ecospheres of the marketing landscape will candidly share the proud, challenging, low and high moments behind their journey to the top, as well as the inspirations and drive behind their successes.

Moderator: Emily Steel, The New York Times Business Reporter  
 Panelists: Kat Gordon, 3% Movement Founder & CEO; Jodi Harris, AB InBev VP Marketing Culture & Learning;  
 Liz Taylor, FCB Chicago CCO; Sharon Profis, Executive Editor, CNET

### Speaking to Cancer

Location: Behind the Work Stage, Palais II  
 Contact name: Gabrielle Simpson  
 Contact email: [gabrielle.simpson@fcb.com](mailto:gabrielle.simpson@fcb.com)  
 Website: <https://www.canneslions.com/the-festival/programme#/agenda/event/speaking-to-cancer-e14-29646>  
 Time: 12:00PM - 12:30PM  
 Participating Agency: Area 23

"Our entire approach to developing this campaign changed when we realized that many of our respondents might not live to see it." This talk will discuss our shared efforts to transform Lilly Oncology brand DTC initiatives - showcasing the breakthrough creative campaigns for Lartruvo and Cyramza that were the result. It will explore the tension between our creative desire to push boundaries and our responsibility to our target audience. We learned that it wasn't about what we had to say to them, but rather the responsibility of what we needed to say for them - empowering the voices of those who need it most... and doing it in a way that set a new creative standard in oncology marketing.

### Pinterest Tasteshop: Sneaker Culture, From Streetwear To Everywhere

Location: Pinterest Pier: 58 Boulevard de la Croisette  
 Time: 12:00PM - 2:00PM  
 Participating Agency: IPG Mediabrands

Learn from a media and style entrepreneur and design a custom pair of sneakers inspired by your tastes. Get inspiration from Pinterest, then work with a top-class illustrator to bring your kicks to life. Featuring: Pinterest's Vikram Bhaskaran and Complex Media's Rich Antoniello.

### **Why are Hollywood's stories and marketing more effective than ours?**

Location: The Forum, Palais I

Website: <https://www.canneslions.com/the-festival/programme#/agenda/event/why-are-hollywoods-stories-and-marketing-more-effective-than-ours-e1-32314>

Time: 2:00PM - 2:45PM

Participating Agency: McCann

Let's face it. Hollywood's creativity (usually) outshines that of advertising – not just in creating content but in marketing and distributing that content too. So, it's fair to say that there's a lot that we can learn about the effectiveness of story-telling as well as that of creative content distribution, from Hollywood.

Join FP7 from the MENA region, on a journey into creativity that drives Hollywood's appeal.

In an interactive session (with a few surprise guests), get to learn (and share) creative techniques and content distributions tactics deployed by movies, that are easily applicable for brands, agencies, students and start-ups, along with tips from renowned Hollywood makers and actors.

And hey, who doesn't like a few pop quizzes? Join in!

Questions this session will answer:

What does Hollywood do right when it comes to storytelling and creative content, that we can all learn from when it comes to our craft?

How does Hollywood approach creative content distribution as well as channel planning, consumer journeys and relationship management?

What role should Strategy play in making our work more appealing?

### **What Does The Agency Of The Future Look Like?**

Location: Google Beach: Plage du Gray d'Albion and Plage La Mome

Time: 2:00PM - 2:30PM

Participating Agency: IPG Mediabrands

Part of the Creativity Matters series: a panel of leading, and divergent, voices discuss the challengers and the challenges to the creative throne.

Featuring: Jeannine Falcone, Marketing Lead, North America, Accenture Interactive, Shannon Pruitt, Chief Content Officer, Carat US, Nick Garrett CEO, Clemenger BBDO, and Joanna Flint, Managing Director, Agency Business - Asia Pacific, Google.

### **The Forecast Calls for More Outcasts**

Location: Terrace Stage, Outdoors

Website: <https://www.canneslions.com/the-festival/programme#/agenda/event/the-forecast-calls-for-more-outcasts-e1-31030>

Time: 3:00PM - 3:45PM

Participating Agency: McCann

The advertising business – frequently the most creative, non-conformist and influential businesses in the world – is neither as inclusive, nor diverse as the world and people it seeks to engage with. The existing cultural diversity within our industry calls for greater interrogation to fully understand the complex identities of people we want to reach through our messaging.

In this session, McCann Worldgroup will elevate the discussion on the creative and commercial opportunity that the fullest inclusion and representation of LGBTQ has to offer an industry fundamentally founded on the principles of non-conformism, and creativity. We will examine how the LGBTQ identity equips individuals with unique skills to offer the creative industry and the ever-changing audiences we work to affect.

### **How Do You Build A Brand In The Age Of Assistance?**

Location: Google Beach: Plage du Gray d'Albion and Plage La Mome

Time: 3:00PM - 3:30PM

Participating Agency: IPG Mediabrands

Part of the Creativity Matters series: best practices & top tips from Google's Assistant experts and the brands who are getting it right. Featuring: Lilian Rincon, Director of Product, Google, Abbey Glassen, President, 360i North America and Melanie Schlegel, Head of Paid Search, OTTO.

**Malaria No More Session**

Location: Behind the Work Stage  
Time: 3:15PM - 4:00PM  
Participating Agency: R/GA

Speakers: Sarah Lent, Malaria No More client

**IPG Welcome Cocktails**

Location: Plage Croisette Beach (Across from the Carlton & Martinez), 65 Boulevard de la Croisette  
Contact name: Eileen Beverley  
Contact email: eileen.beverley@interpublic.com  
Contact phone: 646-469-5120  
Website:  
<https://ipgcocktailscannes2018.splashthat.com>  
Time: 6:00PM - 9:00PM  
Participating Agency: IPG

Join all of your IPG colleagues from across the network for cocktails and canapés.

Music provided by iHeartMedia.

**Fete De Football: England Vs. Tunisia**

Location: BoatFCB  
Time: 8:00PM - 10:00PM  
Participating Agency: FCB

Pull up a seat in BoatFCB's lounge and watch England take on Tunisia in the evening's World Cup action. Cheer on your favorite team or hang on the sidelines with a pint of Michelob Ultra and game bites.

**The Equality Party**

Location: The Girls' Lounge @ Cannes Lion, Hotel Martinez - Penthouse #731, 73 Boulevard de la Croisette, 06400 Cannes, France  
Website:  
[https://thefemalequotient.typeform.com/to/OVfmVT?mc\\_cid=b9b8946192&mc\\_eid=33b2d2c50d](https://thefemalequotient.typeform.com/to/OVfmVT?mc_cid=b9b8946192&mc_eid=33b2d2c50d)  
Time: 11:00PM - 11:59PM  
Participating Agency: IPG

## Tuesday, June 19

**The Equality Party**

Location: The Girls' Lounge @ Cannes Lions, Hotel Martinez - Penthouse #731  
Website:  
[https://thefemalequotient.typeform.com/to/OVfmVT?mc\\_cid=b9b8946192&mc\\_eid=33b2d2c50d](https://thefemalequotient.typeform.com/to/OVfmVT?mc_cid=b9b8946192&mc_eid=33b2d2c50d)  
Time: 12:00AM - 2:00AM  
Participating Agency: IPG

**Leading With Impact: Thriving In A Tech-Driven World**

Location: IPG MB Villa  
Contact name: Lou Marino  
Contact email: Lou.Marino@umww.com  
Website: <https://ipgmbcannes.splashthat.com/>  
Time: 9:00AM - 10:30AM  
Participating Agency: IPG Mediabrands

In partnership with NBCUniversal

Today, women hold only 11% of executive positions at Silicon Valley companies. And women under 25 in the tech industry are earning on average 20% less than their male counterparts. Corporate America has reached an inflection point, and now is the time for change. Join NBC's Julia Boorstin as she moderates a panel of industry leaders including Arun Kumar, Global Chief Data & Marketing Technology Officer, IPG Mediabrands, and Erica Schmidt, Global Chief Executive Officer, Cadreon, and Eileen Kiernan, Global President, UM J3, as they talk about some of the challenges they face, and the importance of equality, diversity and inclusion.

### **"Change For Good" Hackathon**

Location: Palais II

Contact name: Brittany Slattery

Contact email: bslattery@hugeinc.com

Website: [http://creativity.ascential.com/CL-Hack-Signup\\_LP.html](http://creativity.ascential.com/CL-Hack-Signup_LP.html)

Time: 9:00AM - 6:00PM

Participating Agency: Huge

Together with Amazon and Global Citizen, an advocacy platform, Huge invites the industry's brightest talent from all disciplines to join forces along the Palais des Festivals in a two-day Hackathon.

Teams from across the globe – regardless of agency or brand – will come together 19 - 20 June to imagine and build solutions powered by Amazon's ground-breaking technology in Amazon Web Services and the Alexa Service to further six Global Citizen campaigns, including: No Poverty, Food & Hunger, Health, Education, Gender Equality, and Clean Water & Sanitation.

Of the applications received, 7 teams will be chosen to compete in the first-of-its-kind Hack, and the team presentations and judging ceremony will take place on the Interactive Stage inside Lions Innovation (Palais II) on Wednesday, 20 June at 15:30.

### **Who Runs the World? Educated and Healthy Young Girls**

Location: Health Inspiration Stage, Palais II

Website: <https://www.canneslions.com/the-festival/programme#/agenda/event/who-runs-the-world-educated-and-healthy-young-girls-e14-31124>

Time: 10:00AM - 10:45AM

Participating Agency: McCann

"The Future is Female." According to research, if women participated in the global economy identically to men, there would be a 26% uplift in annual global gross GDP over the next 10 years. The global community knows that educated and healthy girls stay in school longer, marry later, delay childbearing, have healthier children, develop life skills, and earn higher incomes. They can also help lift themselves and their families out of poverty.

In this session, we explore the role of creativity and the collaborative global efforts that are being made in both private and public sectors to support young girls and women to develop futures that move their communities and the world forward.

### **The Drum Presents: The 6-Second Impact: Video Advertising**

Location: BoatFCB

Contact email: [cannes@fcb.com](mailto:cannes@fcb.com)

Time: 10:30AM - 11:30AM

Participating Agency: FCB

Can advertisers really make an impact in six seconds? From Google to Fox to YouTube to big brand owners— everyone is snacking with 6-second video formats. What is the impact of this format? Do they force both advertisers and consumers to be more focused? Does it deliver the level of poignancy and emotional connection we all want with our consumers? How does it drive ad recall? What is the role of short form videos? Do advertisers really want these?

### **Which YouTube Campaigns Really Nailed It?**

Location: Google Beach: Plage du Gray d'Albion and Plage La Mome

Time: 12:00PM - 12:30PM

Participating Agency: IPG Mediabrands

Part of the Creativity Matters series: BBH's Alison Hoad and her panel of judges explain what really works for brands, and showcase the best of this year's YouTube campaigns. Featuring: Alison Hoad, Chief Strategy Officer, BBH London, Jen Smith, Partner, Craft Media, Kevin Chesters, Chief Strategy Officer, Ogilvy and Will Whalley, Ads & Industry Marketing, YouTube & Google

### **What Healthcare Can Learn From Consumer Advertising and What Consumer Advertising Can Learn From Healthcare With Award-Winning FCB Health CCO's Rich Levy and Nancy Crimi-**

**Lamanna, CCO, FCB Toronto**

Location: Healthcare Insights Stage

Contact name: Gabrielle Simpson

Contact email: [gabrielle.simpson@fcb.com](mailto:gabrielle.simpson@fcb.com)

Time: 1:30PM - 2:00PM

Participating Agency: FCB Health

Delegate Pass Required.

A dynamic conversation centered on what those in consumer can learn from pharma, for instance, all creativity is about creating behaviors/behavioral changes, and health is golden for that – healthcare advertising has always created behavior change. They're going to highlight that the two are not as separate as we may think – we all want the same thing. We have so much to learn from each other.

## **Data Ethics And Standardization In A Post-GDPR**

### **World**

Location: IPG Mediabrands Villa

Website: <https://ipgmbcannes.splashthat.com/>

Time: 1:30PM - 3:00PM

Participating Agency: IPG Mediabrands

The General Data Protection Regulation has had direct and significant impact on the media and marketing landscape. Join Arun Kumar, Global Chief Data & Marketing Technology Officer, Sheila Colclasure, Global Chief Privacy Officer and Public Policy Executive, Acxiom as they discuss the importance of the new regulation and what's to come in a post GDPR world.

## **One Argentinean, One Brazilian, One Colombian Walk Into A Bar, Featuring FCB Mexico's Javier**

### **Campopiano**

Location: DEBUSSY THEATER , Palais Des Festivals

Contact name: Gabrielle Simpson

Contact email: [gabrielle.simpson@fcb.com](mailto:gabrielle.simpson@fcb.com)

Time: 2:45PM - 3:15PM

Participating Agency: FCB

Delegate Pass Required.

This will be an eye-opening, cocktail-infused discussion, featuring the ABCs of Latin creatives leading agencies in the United States. Prepare for dimmed lights and piano bar music while three friends illustrate how Latin American thinking can successfully change agencies in the United States. Break rules, tackle corporate fear and immerse yourself in a Latin conversation charged with insights and fun facts. This session is for advertising agencies and marketers who want to better understand the increasingly diversity-minded behaviour in U.S. culture. America is changing so rapidly, you may just need a drink after listening to Fernanda, Javier and Ciro.

## **Pinterest Tasteshop: Fearless Founders Talk**

### **Beauty And Style**

Location: Pinterest Pier: 58 Boulevard de la Croisette

Time: 3:00PM - 5:00PM

Participating Agency: IPG Mediabrands

Learn from fearless founders what it takes to succeed in beauty and fashion industries. Then get a Riviera-ready look from a pro makeup artist, or chat with a sommelier to find the rosé that's right for you. The first 250 people will get a limited edition gift! Featuring: Pinterest's Meredith Guerriero, FabFitFun's Katie Ann Rosen Kitchens, and Urban Decay's Wende Zomnir.

## **The World Of Augmented Reality**

Location: La Malmaison: 47 Boulevard de la Croisette

Time: 4:00PM - 5:00PM

Participating Agency: IPG Mediabrands

Carolina Arguelles, Head of AR at Snap will demonstrate new ways to strategize your marketing plans to reach the sought after generations. While the last 10 years have been about figuring out the role of social media marketing, the next 10 year will be about adding the camera as an ad placement to your media plans. Come learn about the advancements in technology that will allow marketers to be more impactful with their messages by understanding the power of play!

Featuring: Rob Bernstein, Managing Director, NA, Reprise

## **Back To The Future With Blockchain**

Location: 11 Square Mérimé

Time: 4:00PM - 6:00PM

Participating Agency: IPG Mediabrands

Remember the good ol' days when the media buying process was clear, transparent and simple. Thanks to blockchain those days are back on the horizon. Join IBM Watson Advertising and a panel of experts across the media buying supply chain for a candid conversation about how they are using blockchain technology to tackle challenges such as ad fraud, measurement and reconciliation. Hear about the benefits that these early adopters are reaping along with practical advice for how to apply this technology to your own business. Moderated by Carrie Seifer, VP & CRO, Watson Content & IOT Platform; Featuring Babs Rangaiah, Executive Partner, Global Marketing, IBM Ix, Will Luttrell, Founder & CEO, Amino Payments and Tim Ringel, Global CEO, Reprise

### **The Humanization of Data**

Location: IPG Mediabrands Villa  
Website: <https://ipgmbcannes.splashthat.com/>  
Time: 6:00PM - 8:30PM  
Participating Agency: IPG Mediabrands

In partnership with Spotify

In today's data age, consumers' expectations are evolving and brands can have a 1:1, personal relationship with each consumer. Brands have the opportunity to do this through personalized messaging and experiences that are custom to each consumer. The role data plays in consumers' lives will continue to evolve and create unique opportunities for brands to break through the clutter and engage with individuals. Join UM Global CEO Daryl Lee, and Spotify's Head of Echo Nest, Tim Ganss as they discuss the human element of data, customization of creative based on human insights from data and more.

### **Late Night at the Villa**

Location: IPG MB Villa  
Contact name: Lou Marino  
Contact email: [Lou.Marino@umww.com](mailto:Lou.Marino@umww.com)  
Website: <https://ipgmbcannes.splashthat.com/>  
Time: 9:00PM - 11:59PM  
Participating Agency: IPG Mediabrands

Hosted by Twitter  
Open to All IPG MB Attendees, Clients & Partners

### **FCB Nautical Night**

Location: BoatFCB  
Time: 11:00PM - 11:59PM  
Participating Agencies: none

Worldwide CEO Carter Murray invites clients, our attendees and closest friends aboard BoatFCB to celebrate the industry's best creativity. Hit artist St. Lucia headlines the night, along with a few fellow surprise DJ guests. Don't miss the late-night bites and signature cocktails.

## Wednesday, June 20

### **IPG Women's Breakfast**

Location: Hôtel Martinez, 73 Boulevard de la Croisette  
Contact name: Eileen Beverley  
Contact email: [eileen.beverley@interpublic.com](mailto:eileen.beverley@interpublic.com)  
Contact phone: 646-469-5120  
Website: <https://ipgwomensbreakfast2018.splashthat.com>  
Time: 8:00AM - 10:30AM  
Participating Agency: IPG

Program starts promptly at 8:30 AM

### **"Change For Good" Hackathon**

Location: Palais II  
Contact name: Brittany Slattery  
Contact email: [bslattery@hugeinc.com](mailto:bslattery@hugeinc.com)  
Website: [http://creativity.ascential.com/CL-Hack-Signup\\_LP.html](http://creativity.ascential.com/CL-Hack-Signup_LP.html)  
Time: 9:00AM - 3:00PM  
Participating Agency: Huge

Together with Amazon and Global Citizen, an advocacy platform, Huge invites the industry's brightest talent from all disciplines to join forces along the Palais des Festivals in a two-day Hackathon.

Teams from across the globe – regardless of agency or brand – will come together 19 - 20 June to imagine and build solutions powered by Amazon's ground-breaking technology in Amazon Web Services and the Alexa Service to further six Global Citizen campaigns, including: No Poverty, Food & Hunger, Health, Education, Gender Equality, and Clean Water & Sanitation.

Of the applications received, 7 teams will be chosen to compete in the first-of-its-kind Hack, and the team presentations and judging ceremony will take place on the Interactive Stage inside Lions Innovation (Palais II) on Wednesday, 20 June at 15:30.

## **The Drum Presents: A Discussion on Brand**

### **Purpose**

Location: BoatFCB  
Contact email: [cannes@fcb.com](mailto:cannes@fcb.com)  
Time: 10:30AM - 11:30AM  
Participating Agency: FCB

Come hear executives from Nivea, HP, Mars and WE Worldwide assess the role of purpose in advertising today. In an age of authenticity, consumers are increasingly expecting brands to not only behave in a transparent manner – but also communicate their core values and what they stand for clearly. The panel will explore some of these issues as well as how to bring ‘brand purpose to life’ and whether purpose can be balanced with both short term and long-term business goals.

## **Marketing in the New Era of Hyper-Data**

### **Sensitivity**

Location: IPG MB Villa  
Contact name: Lou Marino  
Contact email: [Lou.Marino@umww.com](mailto:Lou.Marino@umww.com)  
Website: <https://ipgmbcannes.splashthat.com/>  
Time: 11:00AM - 12:00PM  
Participating Agencies: none

In partnership with Facebook

Data and consumer trust underpin all of our service offerings and are inextricably linked, keeping marketers on the leading edge of media and advertising. As such, a fully transparent digital infrastructure and a focus on data responsibility & brand safety is critical for long-term brand sustainability. Join Patrick Harris, Global Head of Agency at Facebook, Joshua Lowcock, Chief Digital and Global Brand Safety Officer, UM, and to discuss the future of all things in terms of brand safety and responsibility

## **How Will Generation Z Save Us?**

Location: Google Beach: Plage du Gray d’Albion and Plage La Mome  
Time: 12:30PM - 1:00PM  
Participating Agency: IPG Mediabrands

Part of the Creativity Matters series: agency holding companies joined forces with Google to mobilise the largest generation in history. Find out how, and be a part of the next chapter. Featuring: Frances Simpson-Allen, Office of the Secretary-General's Youth Envoy, United Nations, Jillian Mercado, Creator and Activist, Ben Kay, Director, WPP and Michelle Hillman, Chief Campaign Development Officer, The Ad Council.

## **Transformation at Speed**

Location: Debussy Theatre, Palais I  
Website: <https://www.canneslions.com/the-festival/programme#/agenda/event/transformation-at-speed-e1-30947>  
Time: 1:00PM - 1:45PM  
Participating Agency: R/GA

The Digital Revolution began with a series of technological innovations that quickly coalesced into a completely new connected way of living, working and communicating. After decades of progress and trillions of dollars of investment, why are brands still struggling to navigate these evolutions in technology and the corresponding shifts in consumer behaviour? Join R/GA founder, chairman and CEO Bob Greenberg, along with Saneel Radia, EVP, Global Head of Consulting; James Temple, EVP Chief Creative Officer, EMEA; and Jess Greenwood, VP, Strategy, as they unpack the briefs that every brand should be tackling to transform their business, customer experience and marketing.

Questions this session will answer:

How can my brand increase direct online sales in the face of the ecommerce behemoths?

How can we transform data into membership so my customers keep coming back for more?

If convenience is everything to today’s consumer, how do we make the path to purchase and delivery as easy as possible?

## **Bridging the Gender Divide: Supporting Each**

### **Other**

Location: The Girls' Lounge  
Website: <https://bit.ly/2y5HcK9>  
Time: 1:00PM - 1:30PM  
Participating Agency: IPG

Shelley Zalis, CEO, The Female Quotient (Moderator)  
Tim Armstrong, CEO, Oath  
Michael Roth, Chairman and CEO, IPG  
Sean Moran, Head of Marketing and Partner Solutions, Viacom

### **How Can You Create Brand Experience With AR?**

Location: Google Beach: Plage du Gray d'Albion and Plage La Mome  
Time: 1:30PM - 2:00PM  
Participating Agency: IPG Mediabrands

Part of the Creativity Matters series: Ogilvy's Alfonso Marian & Angela Fung will join Bart Jenniches from Daydream Advertising to explore how Augmented Reality will redefine consumer engagement in the physical space. Featuring: Alfonso Marian, Co-Chief Creative Officer, Ogilvy USA, Angela Fung, Executive Director, Digital Production & Technology, Ogilvy USA and Bart Jenniches, Director of AR/VR, Daydream, Google.

### **Glass: The Lion For Change Live Judging, Area 23 Presents Rape Tax**

Location: Palais Des Festivals  
Contact name: Gabrielle Simpson  
Contact email: gabrielle.simpson@fcb.com  
Time: 2:10PM - 2:30PM  
Participating Agency: Area 23

Delegate Pass Required.

### **Twitter Panel featuring Jess Greenwood**

Location: Twitter Space (53 Boulevard de la Croisette)  
Time: 3:00PM - 3:45PM  
Participating Agency: R/GA

Speakers: Jess Greenwood, executives from ESPN, Viacom/NBC, BuzzFeed

### **MediaLink Daily Dose: Place-Based Edge: Creative Application of Data in Technology**

Location: MediaLink Suite, The Carlton Hotel  
Contact name: Lou Marino  
Time: 3:30PM - 5:00PM  
Participating Agency: IPG Mediabrands

Location data is the crucial to real-world behaviors, business intelligence and, ultimately, a competitive edge. How should marketers use this data to uncover insights into the experiences people want—when and where they want it?

Moderated by Kasha Cacy, US CEO, UM; Featuring: Gil Elbaz, CEO, Factual, Fumbi Chima, CIO, Fox Networks Group, Kirk McDonald, CMO, AT&T AdWorks, John Dokes, CMO, AccuWeather, Meredith Long, CRO, Quantcast

Fireside Chat Moderated by Matt Spiegel, MediaLink; Featuring Roel De Vries, Corporate Vice President, Global Head of Marketing and Brand Strategy, Nissan, Alicia Hatch, CMO, Deloitte Digital

### **"Change for Good" Hackathon: Judging Ceremony**

Location: Lions Innovation, Palais II  
Contact name: Brittany Slattery  
Contact email: bslattery@hugeinc.com  
Website: <https://www.canneslions.com/the-festival/programme#/agenda/event/change-for-good-hackathon-judging-ceremony-e1-33372>  
Time: 3:30PM - 5:00PM  
Participating Agency: Huge

Huge, Amazon and Global Citizen recruited seven cross-discipline teams from across the world to join forces in a live two-day Hackathon to imagine and build solutions powered by Amazon's ground-breaking technology in Amazon Web Services and the Alexa Service to further Global Citizen campaigns, including: Health, Education, and Gender Equality. The judging ceremony will be open to all festival attendees where the final presentations and winning products will be unveiled. Follow the action at #changeforgood.

### **IPG Women's Panel - How Women Leaders Are Taking the Reigns**

Location: The Girls' Lounge, The Martinez  
Contact name: Eileen Beverley  
Contact email: eileen.beverley@interpublic.com  
Contact phone: 646-469-5120  
Website: [bit.ly/2y5HcK9](http://bit.ly/2y5HcK9)  
Time: 4:00PM - 5:00PM  
Participating Agencies: IPG, The Martin Agency, FCB, McCann, MRM//McCann, MullenLowe Group, ITB Worldwide, Golin, Deutsch

Jessica Bennett, Gender Editor, The New York Times (Moderator)  
Heide Gardner, SVP, Chief Diversity and Inclusion Officer, IPG  
Kristen Cavallo, CEO, The Martin Agency  
Vita Harris, Chief Strategy Officer, FCB Global  
Nannette Lafond-Dufour, Chief Client Officer, McCann Worldgroup  
Kate MacNevin, Global President and Chief Operating Officer, MRM//McCann  
Emma Gregson, Managing Director, ITB  
Caroline Dettman, Chief Creative Officer, Golin  
Kim Getty, President, Deutsch LA



**A Conversation With Entertainment Powerhouse****Conan O'Brien**

Location: IPG MB Villa  
Contact name: Lou Marino  
Website: <https://ipgmbcannes.splashthat.com/>  
Time: 4:00PM - 5:30PM  
Participating Agency: IPG Mediabrands

In partnership with Turner

In celebration of his 25th anniversary on TV, we're joined by Conan O'Brien to discuss the evolution of media, the secrets behind his success and how he's thrived in an ever-fragmented ecosystem. Don't miss an exclusive experience with Conan and David Cohen, President, NA, MAGNA!

**The Drum@BoatFCB Presents: The Future of TV is Now**

Location: BoatFCB  
Time: 4:00PM - 5:00PM  
Participating Agency: FCB

In a connected world, you might think the future of TV is messy, confusing or even dead. But really, now is the golden age. There's never been a more exciting time for video or indeed television, with audiences consuming more content than ever. Of course, there is disruption and change. But advertising levels have never been higher than they are now. This panel, featuring leading experts from Diageo, HP, Innovid and Roku, takes a deep dive into how TV and video are moving into the best of times.

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Location: BoatFCB  
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Participating Agency: FCB

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**Economist The Big Debate: The People vs Tech**

Location: Palais des Festivals et des Congres, Debussy Theater  
Contact name: Lou Marino  
Time: 5:00PM - 5:45PM  
Participating Agency: IPG Mediabrands

Moderated by: Economist Editor-In-Chief, Zanny Minton Beddos;  
Featuring: Daryl Lee, Global CEO, UM; Carolyn Everson, VP Marketing Solutions, Facebook; Additional panelist TBC

\*Delegate Badge Required

**Late Night at the Villa**

Location: IPG MB Villa  
Contact name: Lou Marino  
Website: <https://ipgmbcannes.splashthat.com/>  
Time: 9:00PM - 11:59PM  
Participating Agency: IPG Mediabrands

Open to All IPG MB Attendees, Clients & Partners

## **FCB & 3% Movement Present: Athena Film**

### **Festival Screenings**

Location: BoatFCB

Time: 10:00PM - 11:30PM

Participating Agency: FCB

Join 3% Movement Founder Kat Gordon & FCB Chicago CCO Liz Taylor for an intimate screening of four celebrated shorts from the Athena Film Festival. The annual Athena Film Festival takes place in New York City and focuses on short films that celebrate women and women filmmakers. Shorts being screened:

**Frontier**, Directed by Jillian Banner. The moving story of a retired bull rider, the younger rider she mentors, and the barriers they both face as women in the world of rodeo.  
**Lemonade Mafia**, Directed by Anya Adams. Written by Keith Edie. The story of a young girl pursuing her dream—to own her own business. But what happens when a rival enters the picture?

**116 Cameras**, Directed by Davina Pardo. Documentary Short, 2017 [United States, United Kingdom], English, 15 minutes. A remarkable digital project created by the USC Shoah Foundation enables Auschwitz survivor Eva Schloss to share her story in 3D and interact with an audience for generations to come.

**Whirlpool**, Written & Directed by Elizabeth Dixon. Documentary Short, 2017 [United Kingdom], English, 17 minutes.

Heleen Keller might be known for being deaf and blind, but she was also an avid civil rights activist who fought to eliminate bias against the disabled within the public, her family and even herself.

## Thursday, June 21

### **Google Pride Day**

Location: Google Beach: Plage du Gray d'Albion and Plage La Mome

Time: All day

Participating Agency: IPG Mediabrands

Open to all Cannes Attendees

All day event

### **The Drum Presents: Digital Transformation**

Location: BoatFCB

Contact email: [cannes@fcb.com](mailto:cannes@fcb.com)

Time: 10:30AM - 11:30AM

Participating Agency: FCB

Executives from British telecom company BT and digital agency Wunderman will examine the issues around digital transformation, what that means and how businesses of the future can get “future ready”. And what do we need to get there? More technology, better creativity, new skills?

### **Malaria No More Panel**

Location: Dentsu Beach House

Time: 11:00AM - 11:30AM

Participating Agency: R/GA

Speaker: Sarah Lent

### **Brand Building With New And Emerging**

#### **Technology**

Location: IPG MB Villa

Website: <https://ipgmbcannes.splashthat.com/>

Time: 11:00AM - 12:30PM

Participating Agency: IPG Mediabrands

In Partnership with Google

Augmented Reality, Virtual Reality and Artificial Intelligence are changing how we engage with consumers. Join Tim Ringel, Global CEO, Reprise, and experts from Google's AR/VR, Machine Learning and Assistive teams as they discuss how brands can put these technologies to work.

### **Crystal Petit Celebrates World Music Day**

Location: BoatFCB

Contact email: [cannes@fcb.com](mailto:cannes@fcb.com)

Time: 11:45AM - 12:30PM

Participating Agency: FCB

To celebrate the 37th annual Fete de la Musique, FCB welcomes singer-songwriter Crystal Petit for an exciting musical tribute to the sounds of the world. Vive la musique!

**Hill Holliday and Match Group present: "All the Single Ladies: Reaching the Modern, Independent Woman"**

Location: Girls Lounge - Martinez Hotel Rooftop  
Contact name: Tracy Brady  
Time: 12:00PM - 1:00PM  
Participating Agency: Hill Holliday

Are we shunning the single woman? A new research study released by Hill Holliday's Origin and Match Group reveals some surprising statistics about women between ages 30-45 who are unmarried and childless. The research examines how they see themselves in advertising and media, their shopping and purchasing habits, and how they position themselves across social, professional and dating profiles. The eye-opening results challenge long-held assumptions about single women and have broad implications for marketers.

Featuring Hill Holliday Chairman & CEO Karen Kaplan and Dr. Helen Fisher, a senior research fellow at the Kinsey Institute and a chief adviser to Match.com, the panel will feature leading marketers in a lively discussion about this vital consumer segment that is influential and growing -- yet often overlooked.

This panel will explore:

- How single women are understood by and portrayed in media & advertising today
- How marketers are evolving their conversation with women, given today's cultural shifts
- How marketers are designing modern experiences that connect their brands with today's unmarried consumer.

The total number of single, unmarried people is continuing to rise, more than half of which are women. This indicates they're a growing, valuable segment. The study specifically focused on this life stage, because it's past the average age of marriage, and is an emotionally rich segment to explore and understand the deeper complexity of singledom today.

**Google: What Creativity Can Do**

Location: Lumiere Theatre  
Time: 12:00PM - 12:45PM  
Participating Agency: IPG Mediabrands

How do you build one of the world's most valuable brands while staying true to its core principles and beliefs? Robert Wong and Steve Vranakis from Google's Creative Lab come to the Palais to give a peek behind-the-scenes at how creativity is driving what matters next to Google, its partners, and the billions of users it serves. Featuring: Robert Wong, Vice President, Google Creative Lab and Steve Vranakis, Executive Creative Director, Google Creative Lab

**How Can Machine Learning Help Creativity?**

Location: Google Beach: Plage du Gray d'Albion and Plage La Mome  
Time: 1:00PM - 1:30PM  
Participating Agency: IPG Mediabrands

Part of the Creativity Matters series: join the team behind Benjamin, the first AI screenwriter, for a vision of creative co-habitation. Featuring: Oscar Sharp, Film Director, Ross Goodwin, Creative Technologist, Artists + Machine Intelligence, Google, Karen Boswell, Head of Innovation at adam&eveDDB and Cathy Pearl, Head of Conversation Design Outreach at Google.

**FCB & Pandora World Music Day: The Power of Music to Move Brands**

Location: BoatFCB  
Contact email: cannes@fcb.com  
Time: 1:30PM - 2:15PM  
Participating Agency: FCB

On World Music Day we are hosting a day long series of musical performances and inspiring talks on board Boat FCB. This panel hosted in partnership with Pandora will explore the power of music in creative work and its role in moving consumers and building brands. Leaders across music marketing will explore the influence of music and the impact it has on the creative process. For this talk, three time Latin Grammy award-winner Carla Morrison joins to offer an artist perspective and share a brief acoustic performance of her latest hits.

**FCB's "Never Finished" Series: Levi's Jen Sey,**

**#MeToo's Tarana Burke**

Location: Debussy Theatre, Palais I  
Contact name: Elaine Wong  
Contact email: Elaine.Wong@fcb.com  
Time: 2:45PM - 3:15PM  
Participating Agency: FCB

Delegate Pass Required.

We're living through extraordinary times and great change, particularly for female empowerment. In an era of #TimesUpAdvertising, come hear from two pioneers who took action long before these movements began. A former elite athlete, LS&Co. Global Brands CMO Jen Sey spoke out about the abuses in gymnastics in her book, Chalked Up long before the sport underwent scrutiny. Time's 2017 "Person of the Year" Tarana Burke founded #MeToo and devoted her life's work to empowering women and girls 12 years before the phrase went viral. Discover what inspired these creative forces to take action, the struggles and challenges they faced, and how they're keeping the momentum going in this year's "Never Finished" series, moderated by FCB West CCO Karin Onsager-Birch.

**Founder Feature: Female-Led Startups at The Forefront of Innovation**

Location: The Girls' Lounge at Cannes Lions, Hotel Martinez, Penthouse Suite #731  
Website:  
<https://thefemalequotient.typeform.com/to/a7n2xB>  
Time: 3:00PM - 4:00PM  
Participating Agency: R/GA

Hear from the female founders participating in this year's Cannes Startup Academy as they pitch their companies, share their founder journeys, and discuss ways to support women in tech.

The fourth-annual Cannes Startup Academy, hosted by R/GA Ventures and Cannes Lions Innovation, provides founders in the marketing, media, and advertising space with opportunities to network with global brand and agency leaders and pitch on the Innovation Stage.

**Pinterest Tasteshop: Make Your Travel Dreams A Reality**

Location: Pinterest Pier: 58 Boulevard de la Croisette  
Time: 4:00PM - 6:00PM  
Participating Agency: IPG Mediabrands

Learn how The Points Guy gets the most out of each and every travel experience. Then snag your own ultimate travel survival kit curated by The Points Guy. (While supplies last!) Featuring: Pinterest's Eric Edge and The Points Guy's Brian Kelly.

**#ParentsCANNES too**

Location: The Girls' Lounge  
Time: 4:30PM - 5:00PM  
Participating Agency: FCB

Lisen Stromberg, Partner and COO, The 3% Conference (Moderator)  
Sarah Latz, Senior Copywriter and First-Ever Working Parent Cannes Correspondent, FCB  
Henry Latz, Unofficial Intern, FCB

**FCB Celebrates World Music Day: Creativity In Color Concert With Tank and The Bangas**

Location: BoatFCB  
Time: 4:30PM - 5:00PM  
Participating Agency: FCB

Join us as we celebrate the 37th Annual World Music Day and our "Creativity In Color" initiative, launched at last year's festival to celebrate diversity in creativity. This event will honor special guests from Cannes Can: Diversity Collective, which partners with the Marcus Graham Project to expose young creatives from under-represented communities to the advertising industry on an international level. Hear hit American funk and soul New Orleans-based musical group Tank and the Bangas perform their latest hits and be inspired by their unique story.

**IPG Mediabrands Cannes Closing Celebration**

Location: IPG MB Villa  
Contact name: Lou Marino  
Website: <https://ipgmbcannes.splashthat.com/>  
Time: 5:00PM - 8:00PM  
Participating Agency: IPG Mediabrands

Close out the week in Cannes with IPG Mediabrands, iHeartRadio, MAX and a special performance by 3-time Latin Grammy award winner, Carla Morrison.

**ACT Champions of Good**

Location: Boat FCB in Cannes, docked at the Jete  
Albert Edouard (Boat Slip TBC)  
Contact email: [cannes@fcb.com](mailto:cannes@fcb.com)  
Time: 5:30PM - 6:30PM  
Participating Agency: FCB

We are proud to launch ACT Champions of Good: an annual celebration and tribute to the people who have played key leading roles in advancing social and environmental causes through personal contributions and/or creative campaigns. This year's inaugural tribute recipients include Michael Roth, Chairman & CEO of Interpublic, Tarana Burke, founder of the MeToo movement, and the World Wildlife Fund.

**Late Night at the Villa**

Location: IPG MB Villa  
Contact name: Lou Marino  
Website: <https://ipgmbcannes.splashthat.com/>  
Time: 9:00PM - 11:59PM  
Participating Agency: IPG Mediabrands

Hosted by iHeartMedia

Open to All IPG MB Attendees, Clients & Partners

**Queen Rules Casino**

Location: BoatFCB  
Contact email: [cannes@fcb.com](mailto:cannes@fcb.com)  
Time: 10:00PM - 11:59PM  
Participating Agency: FCB

Join the FCB International group for some music and light bites as we close out this week of creativity. Enjoy a special edition of #QueenRules poker, with games throughout the night and fun prizes! First launched in celebration of International Women's Day, The Queen Rules Project was inspired by a five-year-old girl who questioned why the King was higher than the Queen in a deck of cards. In #QueenRules poker, the Queen outranks the King. This simple yet powerful idea is a way of redressing the unconscious gender bias that surrounds us.

## Friday, June 22

**Here Are All The Women**

Location: BoatFCB  
Contact email: [cannes@fcb.com](mailto:cannes@fcb.com)  
Time: 11:00AM - 12:00PM  
Participating Agency: FCB

Four fearless female leaders from different ecospheres of the marketing landscape will candidly share the proud, challenging, low and high moments behind their journey to the top, as well as the inspirations and drive behind their successes.

## **The Cannes Lions & R/GA Start-Up Academy**

### **Showcase**

Location: Innovation Stage, Palais II  
Website: <https://www.canneslions.com/the-festival/programme#/agenda/event/the-cannes-lions-and-rga-start-up-academy-showcase-e1-30999>  
Time: 2:00PM - 3:30PM  
Participating Agency: R/GA

Start-ups are integral to the industry, but often need guidance on how to position themselves in front of brands and advertisers. Female entrepreneurs in particular represent a significant and often untapped opportunity for brands looking to push their businesses forward, so this year, the fourth-annual Start-up Academy promotes female founders across the global start-up ecosystem.

The Academy identifies technology-enabled companies with the potential to impact the marketing, media, communications and advertising industries, and exposes global brands to an expanded pool of innovative solutions.

Over the course of the week, Cannes Lions in partnership with pioneering global digital agency, R/GA, has helped 10 game-changing female-founded start-ups sharpen their brand identity, focus business plans, and, ultimately, market themselves more effectively.

In this culminating showcase, you'll hear from some of the world's most innovative start-ups in the marketing communications space and see what the next generation of thought leadership has to offer.

Questions this session will answer:

Who are some of the world's most innovative start-ups in the marketing communications space?

What are some of the latest tech innovations from around the world you should be paying attention to?

Who are the people behind them?

### **Party For Good**

Location: JW Marriott, Edelman Suite 140  
Contact email: [info@weareallhuman.org](mailto:info@weareallhuman.org)  
Time: 5:00PM - 6:30PM  
Participating Agency: IPG

A cocktail reception to celebrate the inaugural year of the Sustainable Development Goals Lion Awards and the power of creativity to improve the state of the world.

## **RESOURCES**

### **Monday, June 18**

#### **The Girls' Lounge at Cannes Lions**

Location: The Girls' Lounge at Cannes Lions, Hotel Martinez - Penthouse Suite #731, 73 Boulevard de la Croisette, 06400 Cannes, France  
Website: <https://bit.ly/2y5HcK9>  
Time: 7:00AM - 7:00PM  
Participating Agency: IPG

#### **The Shutterstock Yacht**

Location: Jetée Albert Edouard, 06400 Cannes, France  
Contact name: Paula Goldner, Sr Director Agency Partnerships at Shutterstock  
Contact email: [pgoldner@shutterstock.com](mailto:pgoldner@shutterstock.com)  
Contact phone: 917-319-3394  
Time: 11:00AM - 5:30PM  
Participating Agencies: none

IPG Agencies can enjoy sun and rosé with our partners at Shutterstock. RSVP to contact with a time that works for schedule.

Yacht Amenities:

- Nail art station
- Lunch 12-2pm
- Rosé and light snacks from 2pm on
- An artisan creating custom luggage tags
- Daily talks on scaling visual content

## Tuesday, June 19

### **The Girls' Lounge at Cannes Lions**

Location: The Girls' Lounge at Cannes Lions, Hotel Martinez - Penthouse Suite #731, 73 Boulevard de la Croisette, 06400 Cannes, France  
Website: <https://bit.ly/2y5HcK9>  
Time: 7:00AM - 7:00PM  
Participating Agency: IPG

### **The Shutterstock Yacht**

Location: Jetée Albert Edouard, 06400 Cannes, France  
Contact name: Paula Goldner, Sr Director Agency  
Partnerships at Shutterstock  
Contact email: [pgoldner@shutterstock.com](mailto:pgoldner@shutterstock.com)  
Contact phone: 917-319-3394  
Time: 11:00AM - 5:30PM  
Participating Agencies: none

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#### Yacht Amenities:

- Nail art station
- Lunch 12-2pm
- Rosé and light snacks from 2pm on
- An artisan creating custom luggage tags
- Daily talks on scaling visual content

## Wednesday, June 20

### **The Girls' Lounge at Cannes Lions**

Location: The Girls' Lounge at Cannes Lions, Hotel Martinez - Penthouse Suite #731, 73 Boulevard de la Croisette, 06400 Cannes, France  
Website: <https://bit.ly/2y5HcK9>  
Time: 7:00AM - 7:00PM  
Participating Agency: IPG

### **The Shutterstock Yacht**

Location: Jetée Albert Edouard, 06400 Cannes, France  
Contact name: Paula Goldner, Sr Director Agency  
Partnerships at Shutterstock  
Contact email: [pgoldner@shutterstock.com](mailto:pgoldner@shutterstock.com)  
Contact phone: 917-319-3394  
Time: 11:00AM - 5:30PM  
Participating Agencies: none

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#### Yacht Amenities:

- Nail art station
- Lunch 12-2pm
- Rosé and light snacks from 2pm on
- An artisan creating custom luggage tags
- Daily talks on scaling visual content

## Thursday, June 21

### **The Girls' Lounge at Cannes Lions**

Location: The Girls' Lounge at Cannes Lions, Hotel Martinez - Penthouse Suite #731, 73 Boulevard de la Croisette, 06400 Cannes, France  
Website: <https://bit.ly/2y5HcK9>  
Time: 7:00AM - 7:00PM  
Participating Agency: IPG

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Location: Jetée Albert Edouard, 06400 Cannes, France  
Contact name: Paula Goldner, Sr Director Agency  
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