

# Cannes Lions 2011 registrations open

LONDON, UK: Cannes Lions registrations are now open and delegates wishing to attend the 58th International Festival of Creativity, to be held in Cannes 19-25 June 2011, can register online at [www.canneslions.com](http://www.canneslions.com).



Delegates can select a three-day, four-day or full registration package, providing access to over 50 topical seminars, 20 educative workshops, screenings, exhibitions, four award ceremonies, two galas and what is claimed to be the greatest networking opportunity the industry has to offer.

## New additions to the festival

- For the first time, alongside the shortlist exhibitions, delegates will also be able to view all the entry videos for all shortlisted entries across all categories, if supplied, which will be screened in the Palais des Festivals in Cannes. This will provide a better understanding of the creative entries and is an invaluable experience for anyone working in advertising and communications.
- Cannes also launches in 2011, a special exhibition of painting, photography, sculpture and other forms of art produced by creatives in the communications industry in their spare time.
- A Cannes Lions iPhone, iPad and Android-Compatible App will shortly be available. Features will include the festival programme, a Cannes map, winners' updates, full social media integration, news, photos and videos, and Cannes Connect.
- Cannes Lions has launched an MBA level programme specifically targeting young marketers and brand managers working within a client organisation. Sponsored this year by Wunderman, the aim is to provide a better understanding of the relevance and importance of creativity and its positive impact on brand communications.
- As well as benefiting from reduced accommodation rates at a wide range of hotels, residences, serviced apartments and villas, registered delegates can also take advantage of discounted rates and special deals on helicopter transportation, on member airlines of Star Alliance, airport transportation, bars, spas and restaurants. Further information can be found by viewing the Delegate Special Deals section featured on [www.canneslions.com](http://www.canneslions.com).

The online networking tool, Cannes Connect, which helps delegates to get in touch with one another before arriving in Cannes, facilitating meeting-up with other like-minded people during the festival, is currently available to use by both 2010 and 2011 delegates. From April, only 2011 delegates will have access.

The Cannes Creative Leaders Programme and "How to Cannes", where newcomers to Cannes Lions can maximise their experience by attending one of the daily morning talks by a Cannes Lions veteran and Festival official, will continue to operate in 2011.

For further information and to register to attend the 58th Cannes Lions International Festival of Creativity, go to [www.canneslions.com](http://www.canneslions.com). Entries open online on Thursday 27 January.

### **Important dates:**

Creative Effectiveness Lions opened: 4 November 2010

Delegate Registration opened: 11 January 2011

Entries open: 27 January 2011

Creative Effectiveness Lions close: 4 March 2011

Entries close: 11 March 2011

Festival dates: 19-25 June 2011

For more, visit: <https://www.bizcommunity.com>