

Cannes announces speakers, programme highlights

This year's Cannes Lions content programme themed around 'Creativity in Action', welcomes to the stage a wide spectrum of renowned speakers from the creative, entertainment, technology, branding, science, fashion and music industries amongst others.

The programme will focus on how to find the inspiration that sparks creative new ideas and effective ways to turn inspiration into real innovations, ultimately putting creativity into action.



Speakers

Seminars will be presented by David Lubars, creative officer of BBDO Worldwide and chairman of BBDO North America; Chuck Porter, chief strategist, MDC Partners and chairman, Crispin Porter + Bogusky; PJ Pereira, co-founder, chief creative officer, Pereira & O'Dell; Sir Martin Sorrell, founder, chief executive, WPP; and Colleen Decourcy, global executive creative director, Wieden+Kennedy.

Alongside this, leaders from global tech companies are also set to take the stage, including Sheryl Sandberg, chief operation officer at Facebook, Marissa Mayer, CEO of Yahoo! and Ben Silbermann, co-founder and CEO of Pinterest. The Saatchi & Saatchi New Directors' Showcase will highlight the hottest new directing talent.

Big name speakers from the entertainment industry will include:

- actor and director, Ralph Fiennes, in conversation with the Guardian's Alan Rusbridger;
 - singer-songwriter Courtney Love, who will join Grey for their 8th annual music seminar;
 - supermodel Gisele Bündchen onstage with mcgarrybowen;
 - producer and actress Sarah Jessica Parker, who together with Cosmopolitan Magazine's editor-in-chief Joanna Coles will discuss creativity with a cause;
 - film, television and stage actor Sir Patrick Stewart who joins the Twitter panel for a conversation on live storytelling;
 - magician Dynamo, onstage with Brave's Ash Bendelow looking at how Vegas can inspire brands;
 - Oscar-winner Jared Leto will be joining Clear Channel Media and Entertainment's seminar to discuss creative thinking and craft in music;
- David Hasslehoff will conduct a live experiment with GolinHarris to see if the 'Hoff' brand can be built in real time



New addition

There is a new addition to the content programme for 2014, 'Insights with the Jury' sessions. These will give delegates the opportunity to hear from jury presidents and get a unique understanding of how the jury came to their final decisions on the work, which entries stood out and why, what key themes came out of the judging sessions and what are the trends that will affect and influence the direction of the industry.

Sessions will come from Susan Credle, president of the Promo & Activation Lions jury, Jaime Robinson who presides over the Mobile Lions jury and president of the Cyber Lions jury, Susan Bonds.

About the content, Philip Thomas, CEO of Lions Festivals says, "Cannes Lions exists to inspire its delegates. Others from outside our industry, from Hollywood stars to pilots and scientists, movie directors, authors and thinkers will join the creative legends dominating the Festival programme. It promises to be thought-provoking all week long."



In addition, Lions Live will deliver live streaming across the globe of selected seminars on the Cannes Lions YouTube channel voted for by the public.

More options

- Complementing the outstanding talent taking to the main stage, attendees can also join The Forum, offering six days of themed content around the creative industries;
- partake in Workshops structured around hands-on, practical and interactive exercises;
- Brazil Day on Thursday 19 June will give delegates a chance to understand the country's unique approach to creative success;
- Innovation Day on Saturday 21 June will highlight technology and creative innovation in the industry; a series of TechTalks will be presented by innovative businesses bringing new and disruptive technology to the market;
- Master Classes will provide young lions and students a chance to get up close and personal with some of the industry's biggest names.

For more information, go to www.canneslions.com.

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