

ENJOY 40+ HOURS OF LIVE VIDEO

FROM WORLD-LEADING CREATIVE MAKERS AND THINKERS

Day 1

Monday 22nd

Day 2

Tuesday 23rd

Day 3

Wednesday 24th

Day 4

Thursday 25th

Day 5

Friday 26th

12:00 - 12:15 (BST)

🕒 15min

Vox Media Presents the Content Format That Could - Scaling Understanding Despite All Odds

Talent: Cleo Abram, Heather Pieske, Joss Fong, Sean Rameswaram

Category: Keynotes

Vox was founded with the simple mission to “explain the news” and since scaled its signature explainer format across YouTube, iTunes, Netflix and Quibi. Along the way, they realised audiences were seeking this content from brands and in response, Vox Media formed the Explainer Studio – replicating the format for

SHOW MORE**Add to calendar****12:15 - 12:20 (BST)**

🕒 5min

Hakuhodo Presents Brand Drool

Category: Lions Shorts

“Brain Drool” is an exhibition to compete for the “strong impact upon human instincts”.

(Beyond tribes, beyond cultures) we present the visuals that strike upon the

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🕒 15min

I&CO Presents How Growth Can Happen in the New Normal

Talent: Rei Inamoto

Category: Future Gazers, sponsored by Unity

In business, Rei has taken a lot of inspiration from the restaurant industry and how chefs operate. Inherently, there are a lot of parallels between our industry and theirs, as the restaurant business is a creative business and highly competitive. Unfortunately, the current pandemic has been devastating across

SHOW MORE**Add to calendar****12:35 - 12:55 (BST)**

🕒 20min

Creative Business Transformation Lions - Isobar's Ronald Ng

Talent: Ronald Ng

Category: Presidents' Briefings

Every year at Cannes Lions each Jury President is asked to put together a President's briefing for their jury - a set of guiding principles used to assess every piece of work. Looking ahead to 2021, Simon Cook, MD of Cannes Lions invites the President of the Creative Business Transformation Lions, Isobar's

SHOW MORE**Add to calendar****12:55 - 13:00 (BST)**

🕒 5min

Serviceplan Presents ÜBERCREATIVITY - A Guiding Principle

Category: Lions Shorts

2020 – For its 50th anniversary, Europe's largest partner-led agency group

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celebrates its driving force: ÜBERCREATIVITY. This evolved form of creativity happens when diverse disciplines, talents, cultures, media and technologies collaborate and interplay with each other is an alive philosophy both internally

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13:00 - 13:25 (BST)

🕒 25min

Cannes Lions & WARC Presents Cracking the Effectiveness Code

Talent: James Hurman, Peter Field

Category: Keynotes

Marketing effectiveness experts James Hurman and Peter Field present the world premiere of a major new study of creative effectiveness, carried out on behalf of Cannes Lions and WARC.

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13:25 - 13:35 (BST)

🕒 10min

VaynerMedia Presents Liberating Creativity

Category: Lions Shorts

We all have that one amazing idea that never saw the light of day. Too often in this industry ideas are dismissed rather than given a chance to see what they might become. While this is a subjective business, if we are going to continue to evolve we need to be open to new and diverse ideas like never before.

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13:35 - 13:50 (BST)

🕒 15min

At Home With... Wyclef Jean

Talent: Wyclef Jean

Category: At Home With...

Hyla interviews some famous faces around their creative inspirations, career paths and future outlook for 2020 and beyond. The 'At Home With...' series explores narratives around inspiration, motivations and what it takes to be successful in the wider world of creativity.

Add to calendar

13:50 - 13:55 (BST)

🕒 5min

"Live A Big Life." From Nimo Awil

Category: Advice That Worked From See It Be It, in partnership with Spotify

Alumni from the Cannes Lions initiative working towards equal gender representation among creative directors share advice that genuinely helped them.

Add to calendar

13:55 - 14:10 (BST)

🕒 15min

We Are Pi Presents Before You Shoot

Talent: Alex Bennett-Grant

Category: Keynotes

Isn't it time to take action against the ad industry's dirty secret of racist casting calls?

Everyday across the world advertisers, agencies and production companies are

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14:10 - 14:20 (BST)

🕒 10min

Announcement of the Regional Agency of the Decade - Middle East & Africa, Europe

Category: Winners

Tune in to find out which Lion-winners aced the 2010s.

Add to calendar

14:20 - 15:05 (BST)

🕒 45min

BBDO India's Josy Paul - Discovering Your Unique Self

Talent: Josy Paul

Category: What I've Learnt...

Add to calendar

Creativity and advertising is a great way to find who you really are. In this session, Josy Paul introduces you to three of his close friends: failure, rejection and embarrassment and how these three outliers can help build agencies, cultures and work that are celebrated across the world. With stories from his

SHOW MORE

15:05 - 15:30 (BST)

🕒 25min

CMOs in the Spotlight: Leanne Cutts, HSBC

Talent: Dana Anderson, Leanne Cutts

Category: CMOs in the Spotlight, sponsored by The Economist

In these live sessions, Dana Anderson, Chief Transformation Officer of MediaLink and long-time CMO, will put another CMO through their paces. She'll find out what they're focusing on now, how they're managing remote leadership in lockdown and whether the world of marketing will really change forever.

Add to calendar

15:30 - 15:45 (BST)

🕒 15min

A Short Documentary About the Work

Category: The Classic Collection, in partnership with Facebook

This Cannes Lions documentary charts the ambitious plan to restore a warehouse of ageing film reels in to a collection of classic campaigns since the Awards began in 1954.

Add to calendar

15:45 - 16:05 (BST)

🕒 20min

Facebook Presents Never Lost - How Creativity Guides Us Through the Unpredictable

Talent: Antonio Lucio, Mark D'Arcy

Category: Keynotes

Antonio Lucio and Mark D'Arcy reflect on the responsibility that marketers have to respond to and serve communities with action and empathy, and how creativity can help enable the shift to address consumer and business needs through the pandemic.

Add to calendar

16:05 - 16:35 (BST)

🕒 30min

Spotify Presents Agile Storytelling - Creating Beyond the Jargon

Talent: Bill Simmons, Courtney Holt, Mallory Rubin

Category: Keynotes

Storytellers have long entertained us, kept us informed, helped ignite movements and framed our history. As technology, culture and society evolve, so have the ways their stories reach the world and the substance of their messages. Today's environment demands nimbleness, accessibility and depth.

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16:35 - 17:10 (BST)

🕒 35min

VMLY&R Presents Chords that Bind: Journey to the Heart of Human Connections

Talent: VMLY&R

Category: Lions Shorts

Music is deeply human – it can transcend barriers, differences and languages to touch people in ways few other things can. Nashville, TN is the epicenter of the lyrics that reach our souls and melodies that sync to our hearts. Over the years, VMLY&R has helped its clients, Tennessee Tourism and the city of Nashville,

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🕒 20min

Highsnobiety Presents Better Living Through Advertising

Talent: Adeshola Makinde, Emmanuel Adjei, Jian DeLeon, Leila Fataar

Category: Keynotes

Advertising shouldn't reflect the world we live in; it should challenge it to be better. The fight for social justice starts with a new default setting — uncentering whiteness and focusing on equality. But what does this ideal world look like? Meet the next generation of artists, directors, and thought leaders proving that

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12:20 - 12:25 (BST)

🕒 5min

AlmapBBDO Presents "Catrentine"

Category: Lions Shorts

In this short film shot entirely at home, a creative wakes up and finds out he's living the life of a cat. He's not human anymore. With time to think about the situation, he realises how exciting it is to work in this industry and how we can face the changes a new world will present to our businesses. "Catrentine" is an

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12:25 - 12:40 (BST)

🕒 15min

Dentsumcgarrybowen Presents Creativity is My Business

Talent: Merlee Jayme

Category: Future Gazers, sponsored by Unity

What is a creative, who has focused on creativity for 30 years, now doing in a global management role? Simple.

To let her creativity grow like never before. Merlee Jayme believes that 'growing

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12:40 - 13:00 (BST)

🕒 20min

Titanium Lions - FCB's Susan Credle

Talent: Susan Credle

Category: Presidents' Briefings

Every year at Cannes Lions each Jury President is asked to put together a President's briefing for their jury - a set of guiding principles used to assess every piece of work. Looking ahead to 2021, Simon Cook, MD of Cannes Lions invites the President of the Titanium Lions, FCB's Susan Credle to share what

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13:00 - 13:15 (BST)

🕒 15min

At Home With... Alex Rodriguez

Talent: Alex Rodriguez

Category: At Home With....

Hyla interviews some famous faces around their creative inspirations, career

[Add to calendar](#)

paths and future outlook for 2020 and beyond. The 'At Home With...' series explores narratives around inspiration, motivations and what it takes to be successful in the wider world of creativity.

13:15 - 13:40 (BST)

🕒 25min

WARC Presents Effectiveness in the Age of E-commerce

Talent: David Tiltman

Category: Keynotes

COVID-19 is forcing brands across categories to shift faster into e-commerce. What does this long-term change in distribution mean for the effective investment of marketing budget?

Add to calendar

13:40 - 13:45 (BST)

🕒 5min

"Protect Your Time Like It Is the Border to a Very Rich Country." From Lauren Haberfiel

Category: Advice That Worked From See It Be It, in partnership with Spotify

Alumni from the Cannes Lions initiative working towards equal gender representation among creative directors share advice that genuinely helped them.

Add to calendar

13:45 - 14:00 (BST)

🕒 15min

"Dear White People and Men"

Talent: Phumzile Mlambo-Ngcuka, Stephan Loerke

Category: Keynotes

Stephan Loerke, CEO of WFA, interviews Phumzile Mlambo-Ngcuka, United Nations Under-Secretary-General, Executive Director of UN Women and Chair of the Unstereotype Alliance.

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14:00 - 14:10 (BST)

🕒 10min

Announcement of the Regional Agency of the Decade - Latin America, Pacific

Category: Winners

Tune in to find out which Lion-winners aced the 2010s.

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14:15 - 14:40 (BST)

🕒 25min

CMOs in the Spotlight: Asim Naseer, Beiersdorf

Talent: Asim Naseer, Dana Anderson

Category: CMOs in the Spotlight, sponsored by The Economist

In these live sessions, Dana Anderson, Chief Transformation Officer of MediaLink and long-time CMO, will put another CMO through their paces. She'll find out what they're focusing on now, how they're managing remote leadership in lockdown and whether the world of marketing will really change forever.

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14:40 - 14:45 (BST)

🕒 5min

Dentsu Presents Future Sculpting - The Creative Quantum Leap

Category: Lions Shorts

A short piece introducing our vision in the post-social purpose era. By sharing some on-going projects, we will discuss how we can achieve the "creative quantum leap" with ideas that truly change how people will live in the future.

Add to calendar

14:45 - 15:25 (BST)

🕒 40min

Quiet Storm's Trevor Robinson - The Importance of You: Why 'Self' is the Most Important Tool in Your Creativity Box

Talent: Trevor Robinson OBE

Category: What I've Learnt...

Sitting in front of Graham Fink, Trevor Robinson remembers his feedback; "your portfolio is great, I just don't see YOU in any of the work". In a bid to fit in and play by the rules, Trevor's personality had been side-lined. With Graham's words ringing in his ears, he set about changing this. And it became the turning point of

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15:25 - 15:45 (BST)

🕒 20min

R/GA Presents Brand in the Boardroom: How to Innovate with Purpose

Talent: Dr. Gregory Altman, Mike Rigby, Rebecca Altman

Category: Keynotes

Micro-plastics are in everything, everywhere: from the products we use to our precious oceans, air, and ecosphere. Their pervasiveness has a long history—but one company sought to undo it. Evolved by Nature is a new green chemistry company with a vision for a more human future, free from the hidden, harmful

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15:45 - 15:55 (BST)

🕒 10min

Grey Presents Mi Pandemia

Category: Lions Shorts

This is a story about a tiny apartment, isolation, a bathtub, and the power of creativity to free you from all of it. It's the story of one man's journey through the human condition, scheduled each night from 12am – 3am. And the global film series that erupted as a result.

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15:55 - 16:25 (BST)

🕒 30min

CMOs in the Spotlight: Bozoma Saint John, Endeavor

Talent: Bozoma Saint John, Charlotte Howard

Category: CMOs in the Spotlight, sponsored by The Economist

In these live sessions, Charlotte Howard, New York Bureau Chief, Energy and Commodities Editor at The Economist, will put a CMO through their paces. She'll find out what they're focusing on now, how they're managing remote leadership in lockdown and whether the world of marketing will really change forever.

Add to calendar

16:25 - 16:50 (BST)

🕒 25min

INTER:SECT & ICON MANN Presents Your Instagram Posts Won't Save Lives. DO SOMETHING DAMMIT!!

Talent: Benjamin Crump, David Kyuman Kim, Jabari Paul, Malcolm Jenkins, Talia Boone

Category: Keynotes

With the world watching the peaceful protests in support of Black lives in America, brands both big and small are raising their corporate fists in solidarity. This session will explore the systems of racial injustice that led to this moment, the role sports played in bringing the issue to the global forefront, and define

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16:50 - 17:00 (BST)

🕒 10min

iQIYI Presents Pushing Creativity: How Close is Too Close

Talent: iQIYI

Category: Lions Shorts

The short film introduces our attempt to improve life under Covid-19. From original variety shows to popular drama; from educational programs to artistic content, "life at a distance" has been more enjoyable thanks to the employment of creativity, ingenuity and technology. We believe creativity conquers uncertainty and pushes the industry forward.

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Friday 26th

12:00 - 12:45 (BST)

🕒 45min

Project Everyone Presents activism actually, with Richard Curtis and friends

Talent: Amika George, Brooklyn Youth Chorus, Colin Butfield, Emtithal (Emi) Mahmoud, June Sarpong, Nico Rosberg, Richard Curtis, Trisha Shetty, Vanessa Nakate

Category: Keynotes

Over recent months we have experienced an emergency like no other with the coronavirus pandemic. This has now been compounded by the racial justice crisis manifesting in the US.

[SHOW MORE](#)[Add to calendar](#)**12:45 - 12:50 (BST)**

🕒 5min

Whalar Presents Creators for Change: The Power of Creativity

Category: Lions Shorts

During the Pandemic, Whalar launched The Change Collective, a sub-community of Creators committed to collaborating with brands to accelerate environmental and societal change. In the backdrop of CoronaVirus, Whalar galvanised this community to create content to raise awareness of World Earth Day and Pride.

[SHOW MORE](#)[Add to calendar](#)**12:50 - 13:00 (BST)**

🕒 10min

Unity Presents Immersive Media and Storytelling's Renaissance

Talent: Tony Parisi

Category: Future Gazers, sponsored by Unity

While digital advertising has enabled a whole new scale of consumer messaging, creative storytelling has unfortunately taken a backseat. But there's an exciting counter-revolution underway, powered by technologies like real-time 3D, AR and VR. Join Unity's Tony Parisi to learn how creative storytelling and immersive

[SHOW MORE](#)[Add to calendar](#)**13:00 - 13:20 (BST)**

🕒 20min

Creative Effectiveness Lions - Pernod Ricard's Ann Mukherjee

Talent: Ann Mukherjee

Category: Presidents' Briefings

Every year at Cannes Lions each Jury President is asked to put together a President's briefing for their jury - a set of guiding principles used to assess every piece of work. Looking ahead to 2021, Simon Cook, MD of Cannes Lions invites the President of the Creative Effectiveness Lions, Pernod Ricard's Ann

[SHOW MORE](#)[Add to calendar](#)**13:20 - 13:25 (BST)**

🕒 5min

"If We Want to Go Far We Must Go Together." From Jade Tomlin

Category: Advice That Worked From See It Be It, in partnership with Spotify

It's a common saying that you can't lead if you don't follow. But what if you could?

[Add to calendar](#)

Alumni from the Cannes Lions initiative working towards equal gender representation among creative directors share advice that genuinely helped them.

13:25 - 13:55 (BST)

🕒 30min

Shaftesbury Presents Queering the Script

Talent: Kaaren Whitney-Vernon

Category: Keynotes

Featuring never-before-seen footage of LGBTQ+ icons Angelica Ross (Pose) and Lucy Lawless (Xena Warrior Princess) from the Shaftesbury documentary film, Queering the Script, Shaftesbury shares lessons learned on creating community-focused branded entertainment.

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13:55 - 14:05 (BST)

🕒 10min

At Home With... Emily Ratajkowski

Talent: Emily Ratajkowski

Category: At Home With....

Hyla interviews some famous faces around their creative inspirations, career paths and future outlook for 2020 and beyond. The 'At Home With...' series explores narratives around inspiration, motivations and what it takes to be successful in the wider world of creativity.

Add to calendar

14:05 - 14:10 (BST)

🕒 5min

Jung von Matt Presents Why Emotional is the Only Rational

Category: Lions Shorts

Jean-Remy von Matt, co-founder of Jung von Matt, speaks about an unexpected shift: Why people act, buy and even vote ever more emotionally and what this means for brands, products, services and their communication. He shows us how a congenial partnership of technology and creativity can make the difference and what EMOMENTUM stands for.

Add to calendar

14:10 - 14:15 (BST)

🕒 5min

Announcement of the Regional Agency of the Decade - Asia, North America

Category: Winners

Tune in to find out which Lion-winners aced the 2010s.

Add to calendar

14:15 - 14:45 (BST)

🕒 30min

P&G Presents Stepping Up - Creativity as a Force for Good

Talent: Marc Pritchard

Category: Keynotes

The twin pandemics of COVID-19 and racism have once again revealed the deep cracks of systemic inequality that remain in our society, and have brought clarity to what matters. The role of brands and companies in the world has been forever disrupted, making it inescapably clear they have a responsibility to lead change.

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14:45 - 15:15 (BST)

🕒 30min

CMOs in the Spotlight: Tamara Rogers, GSK

Talent: Charlotte Howard, Tamara Rogers

Category: CMOs in the Spotlight, sponsored by The Economist

In these live sessions, Charlotte Howard, New York Bureau Chief, Energy and Commodities Editor at The Economist, will put a CMO through their paces. She'll find out what they're focusing on now, how they're managing remote leadership in lockdown and whether the world of marketing will really change forever.

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15:15 - 15:50 (BST)

🕒 35min

The poolhouse's Veronica Beach - The Production Reset

Talent: Adam Berg, Henry-Alex Rubin, John X Carey, Lauren Greenfield, Malik Vitthal, Rachel McDonald, Ridley Scott, Sara Dunlop, Veronica Beach, Yael Staav

Category: What I've Learnt...

Who knew that when the clock hit midnight on January 1st, 2020 that production

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would face this biggest shift ever seen in our lifetime. The industry has been forced to adapt at pace with previous obstacles, challenges and logistical 'nightmares' all being used as training to help us navigate the new world, as we

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15:50 - 16:25 (BST)

🕒 35min

Diageo Presents Making Gender Equal Advertising a Reality

Talent: Andrew Geoghegan, Grainne Wafer

Category: Keynotes

Everyone believes our industry should be more gender equal, but change is hard to come by.

The industry needs radical change. Gender balanced creative teams are the

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16:25 - 16:55 (BST)

🕒 30min

IBM Presents Accelerating Change: Creativity and Technology for the Greater Good

Talent: Bob Lord, Chelsea Clinton

Category: Keynotes

Events such as the global pandemic have had a monumental impact on our industry and the world at large. There has never been a more crucial need for brands and individuals to act with purpose to help solve global challenges. Join Bob Lord, Senior Vice President, Cognitive Applications, Blockchain and

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16:55 - 17:30 (BST)

🕒 35min

Edelman & Unilever Presents Purpose: Advocacy Through Action

Talent: Conny Braams, Richard Edelman

Category: Keynotes

The Era of Purpose is moving into its next phase. It's clear given the uncertainty fuelled by the spread of COVID 19 as well as the complex landscape embodied by protests against systemic racism and abuse of power in the US and around the world that mere communication of brand purpose alone isn't sufficient to

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			<p>12:00 - 12:30 (BST) 🕒 30min</p> <p>Saatchi & Saatchi Presents New Directors Showcase</p> <p>Category: Keynotes</p> <p>Saatchi & Saatchi New Directors Showcase is celebrating 30 years of New Director talent. Join us as we highlight the past and look to the future.</p> <p>Add to calendar</p>	
			<p>12:30 - 12:40 (BST) 🕒 10min</p> <p>Publicis Worldwide Presents Meet the Mad Men and Women of Publicis</p> <p>Category: Lions Shorts</p> <p>How would the advertising world of today fare against its Golden Age? There's one way to find out and only one person to ask...</p> <p>Join us and our very special guest for commentary from the past, a look to the future and proof advertising is still a great industry to work in.</p> <p>Add to calendar</p>	
			<p>12:40 - 12:55 (BST) 🕒 15min</p> <p>Dazed Media Presents the MONOMASS Era: Dazed Media Explores Influences Driving Youth Culture</p> <p>Talent: Ahmad Swaid, Fred Paginton, Izzy Familoie, Priya Matadeen</p> <p>Category: Future Gazers, sponsored by Unity</p> <p>Insights from our global report, The Era of Monomass, present a comprehensive view on the seismic shifts that are taking place within brands, in the media, and for people. The extensive study shows how the world is changing, offers a reflection on what was, and shares insight into what's next in a fluctuating landscape for brands and media.</p> <p>Add to calendar</p>	
			<p>12:55 - 13:15 (BST) 🕒 20min</p> <p>Outdoor Lions - AlmapBBDO's Luiz Sanches</p> <p>Talent: Luiz Sanches</p> <p>Category: Presidents' Briefings</p> <p>Every year at Cannes Lions each Jury President is asked to put together a President's briefing for their jury - a set of guiding principles used to assess every piece of work. Looking ahead to 2021, Simon Cook, MD of Cannes Lions invites the President of the Outdoor Lions, AlmapBBDO's Luiz Sanchez to share</p> <p>SHOW MORE</p>	<p>Add to calendar</p>
			<p>13:15 - 13:20 (BST) 🕒 5min</p> <p>"If You Want Something That You Have Never Had, You Have to Do Something You've Never Done Before." From Marina Cuesta</p> <p>Category: Advice That Worked From See It Be It, in partnership with Spotify</p> <p>Alumni from the Cannes Lions initiative working towards equal gender representation among creative directors share advice that genuinely helped them.</p> <p>Add to calendar</p>	
			<p>13:20 - 13:50 (BST) 🕒 30min</p> <p>Vice Presents VICE TV Presents No Mercy, No Malice with Professor Scott Galloway</p>	<p>Add to calendar</p>

Talent: Scott Galloway

Category: Keynotes

VICE TV presents a Lions Live special episode of its primetime show, NO MERCY, NO MALICE with Professor Scott Galloway. In this episode, Scott looks at the implications of Coronavirus on society, the markets, and business. Through the lens of the "Four Horsemen" - Amazon, Apple, Facebook, and Google - Scott

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13:50 - 14:10 (BST)

🕒 20min

At Home With... Anupam Kher

Talent: Anupam Kher

Category: At Home With...

Hyla interviews some famous faces around their creative inspirations, career paths and future outlook for 2020 and beyond. The 'At Home With...' series explores narratives around inspiration, motivations and what it takes to be successful in the wider world of creativity.

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14:10 - 14:20 (BST)

🕒 10min

Announcement of the Independant Agency of the Decade, Brand Marketer of the Decade

Category: Winners

Tune in to find out which Lion-winners aced the 2010s.

Add to calendar

14:20 - 14:45 (BST)

🕒 25min

Alma & We Are All Human Presents Estamos Unidos: Communities Emerging Stronger and More Unified through Creativity

Talent: Claudia Romo Edelman, Ivanette Bonilla, Jeronimo Escudero, John Leguizamo, Lisette Arsuaga, Luis Miguel Messianu, Pepe Aguilar

Category: Keynotes

The coronavirus pandemic has exemplified how crises most aggressively affect those most vulnerable. Minorities globally suffer the most but are supported the least. We are all in the same storm, but not in the same boat. However, through unity, creativity and a sense of purpose, minorities can emerge stronger from

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14:45 - 14:55 (BST)

🕒 10min

MRM Presents #listeningfromhome

Category: Lions Shorts

When we were all suddenly told to stay home and stay safe, millions of women were suddenly trapped with a violent abuser 24 hours a day. The UN estimates that incidents of domestic violence will have risen by 15m as a result of pandemic restrictions. With limited social interaction and no space to make

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14:55 - 15:25 (BST)

🕒 30min

UWG'S Monique Nelson - What We've Learned About Injustice, Inclusion, and Inspiration Amidst Two Pandemics

Talent: Monique Nelson

Category: What I've Learnt...

2020 is a pivotal turning point for America. Tumultuous times marked by the deadly viruses of COVID-19 and racial injustice have unmasked grave disparities in our society. Monique Nelson, chair & CEO of UWG, the longest-standing multicultural marketing and advertising agency in the United States, and her

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15:25 - 16:15 (BST)

🕒 50min

Cannes Lions Presents the LIONS Live Debate: How Will These Crises Affect our Industry?

Talent: David Droga, Jean Lin, Lorraine Twohill, Mark Read, Philip Thomas, Steve Stoute

Category: Keynotes

Add to calendar

Category: Keynotes

As the industry — and the world — faces the crisis of Covid-19 and its economic fall-out, as well as the challenges of representation and equality thrown into the spotlight by the recent Black Lives Matter protests, Cannes Lions Chairman, Philip Thomas, leads a debate with five industry leaders from across the globe

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16:15 - 16:25 (BST)

🕒 10min

Vivendi Presents Entertainment in a New World

Talent: Maria Garrido

Category: Future Gazers, sponsored by Unity

For 77% of people, entertainment was a priority to get them through the Covid-19 crisis, reveals the new study 'Entertainment in a New World' from Vivendi Brand Marketing.

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16:25 - 16:50 (BST)

🕒 25min

CMOs in the Spotlight: Katie Riccio Puris, TikTok

Talent: Dana Anderson, Katie Riccio Puris

Category: CMOs in the Spotlight, sponsored by The Economist

In these live sessions, Dana Anderson, Chief Transformation Officer of MediaLink and long-time CMO, will put another CMO through their paces. She'll find out what they're focusing on now, how they're managing remote leadership in lockdown and whether the world of marketing will really change forever.

Add to calendar

16:50 - 17:30 (BST)

🕒 40min

FCB Presents the Vulnerable Creator

Category: Lions Shorts

If you allow people to embrace their vulnerability, will the outcome be better creative? This experiment is an exercise in thinking about this exact question. Thirteen films from around the FCB Global Network explore our relationship with vulnerability through different emotions and expressions. Our hope is that we

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ENJOY 40+ HOURS OF LIVE VIDEO

FROM WORLD-LEADING CREATIVE MAKERS AND THINKERS

Day 1 Monday 22nd	Day 2 Tuesday 23rd	Day 3 Wednesday 24th	Day 4 Thursday 25th	Day 5 Friday 26th
				<p>12:00 - 12:20 (BST) 🕒 20min</p> <p>Lions Intelligence Presents a Guide to Creative Survival</p> <p>Talent: Susie Walker</p> <p>Category: Keynotes</p> <p>Since the virus hit, brands have been forced to pivot at breakneck speed in order to meet changing consumer demand. Communications, supply chains, and core product lines have been rethought.</p> <p>SHOW MORE</p> <p>Add to calendar</p>
				<p>12:20 - 12:45 (BST) 🕒 25min</p> <p>DDB Presents Chaos: The Petri Dish for Creativity</p> <p>Category: Lions Shorts</p> <p>If you subscribe to the Big Bang theory, chaos created the universe. Since then it's played a steady hand in stimulating the most creative endeavors in history. Be it fine art, communication arts or business arts chaos has stimulated the most radical thinking throughout history. Chaos was there for the birth of the</p> <p>SHOW MORE</p> <p>Add to calendar</p>
				<p>12:45 - 12:55 (BST) 🕒 10min</p> <p>Cheil Greater China Group Presents Economic Recovery Empowered by Data & Innovation</p> <p>Talent: Pully Chau</p> <p>Category: Future Gazers, sponsored by Unity</p> <p>The mobile revolution in China has fast-forwarded following the ban on travel and shutdown of cities. Post-pandemic, how is China now continuing their work of poverty-reduction? How is the collaboration between the worlds of conventional media and e-commerce helping sustain employment and grow</p> <p>SHOW MORE</p> <p>Add to calendar</p>
				<p>12:55 - 13:15 (BST) 🕒 20min</p> <p>Film Lions - adam&eveDDB's Richard Brim</p> <p>Talent: Richard Brim</p> <p>Category: Presidents' Briefings</p> <p>Every year at Cannes Lions each Jury President is asked to put together a President's briefing for their jury - a set of guiding principles used to assess every piece of work. Looking ahead to 2021, Simon Cook, MD of Cannes Lions invites the President of the Film Lions, adam&eveDDB's Richard Brim to share</p> <p>SHOW MORE</p> <p>Add to calendar</p>
				<p>13:15 - 13:20 (BST) 🕒 5min</p> <p>"Put Your Motherhood on the Table." From Harshada Thakerdusai</p> <p>Category: Advice That Worked From See It Be It, in partnership with Spotify</p> <p>Alumni from the Cannes Lions initiative working towards equal gender</p> <p>Add to calendar</p>

representation among creative directors share advice that genuinely helped them.

13:20 - 13:30 (BST)

🕒 10min

Lion of St Mark Tribute

Category: Winners

See who has won 2020's coveted Lion of St. Mark, awarded for lifetime of services to creativity in communications.

Add to calendar

13:30 - 13:30 (BST)

🕒 20min

Announcement of the Palme d'Or of the Decade, Agency of the Decade, Network of the Decade, Holding Company of the Decade

Category: Winners

Tune in to find out which Lion-winners aced the 2010s.

Add to calendar

13:50 - 14:05 (BST)

🕒 15min

At Home With... Basketmouth

Talent: Bright Okpocha

Category: At Home With...

Hyla interviews some famous faces around their creative inspirations, career paths and future outlook for 2020 and beyond. The 'At Home With...!' series explores narratives around inspiration, motivations and what it takes to be successful in the wider world of creativity.

Add to calendar

14:05 - 14:35 (BST)

🕒 30min

CMOs in the Spotlight: Pedro Earp, AB Inbev

Talent: Dana Anderson, Pedro Earp

Category: CMOs in the Spotlight, sponsored by The Economist

In these live sessions, Dana Anderson, Chief Transformation Officer of MediaLink and long-time CMO, will put another CMO through their paces. She'll find out what they're focusing on now, how they're managing remote leadership in lockdown and whether the world of marketing will really change forever.

Add to calendar

14:35 - 15:00 (BST)

🕒 25min

YouTube Presents The Vanilla Ice Cream Problem

Talent: Ben Jones, Jon Halvorson, Valerie Madon

Category: Keynotes

Why we all made the same COVID ad and what it means for the future of data and creativity. Join YouTube Creative Director Ben Jones as he takes a look at the new opportunities--and challenges-- that 2020 has revealed and how the algorithm needs more help from the imagination to open up new ways of storytelling.

Add to calendar

15:00 - 15:35 (BST)

🕒 35min

The CMO Growth Council Debate

Talent: Marc Pritchard

Category: Keynotes

In partnership with ViacomCBS.

A call to action for senior leaders and chief marketers from around the world to join this live session in support of the initiatives that the Global CMO Growth

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15:35 - 16:05 (BST)

🕒 30min

Burger King Presents a Lions Short Film

Talent: Fernando Machado

Category: Lions Shorts

The Lions Shorts films are an expression and celebration of creativity by different agencies and brands from around the world. Each film is unique and original, but they all have the same goal: to inspire creative people to believe in the power of creativity, and to use that creativity to make things better, for

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16:05 - 16:40 (BST)

🕒 35min

Havas's Vicki Maguire - How A Bad Boss Can Help You To A Good Career

Talent: Vicki Maguire

Category: What I've Learnt...

Vicki Maguire has had some spectacularly uninspiring bosses: one made her bin her Vivienne Westwood gear for high heels and a Dorothy Perkins dress. Another stifled her by confining her work to femcare. Then there was the parade of execs in TM Lewin shirts who called their PAs things like "sugar t*ts" – men who would

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16:40 - 17:10 (BST)

🕒 30min

AB InBev Presents Normal Is Over. Cheers To That.

Talent: Marcel Marcondes

Category: Keynotes

Our world has changed forever and so must marketing. In this new time, empathy and action will drive a brand's relevance with people. So forget the old normal for marketing and creativity and be glad it's gone. Join Marcel Marcondes, Chief Marketing Officer of Anheuser-Bush USA as he shares his

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17:10 - 17:40 (BST)

🕒 30min

Framestore Presents Demystifying deepfakes, unlocking the future of creativity

Talent: Mike McGee, William Bartlett

Category: Keynotes

Deepfake (from 'deep learning' and 'fake') is the technique that uses AI to replace one person's face with someone else's. But how exactly does it work? And what else can we do with the same technology?

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17:40 - 18:15 (BST)

🕒 35min

LIONS Live Global Quiz

Category: LIONS Live Global Quiz

Juan Señor hosts the first ever global creativity quiz with killer questions, a cocktail to make in the break and four passes to be won for Cannes Lions 2021.

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