

CANNES



INTENSIVE

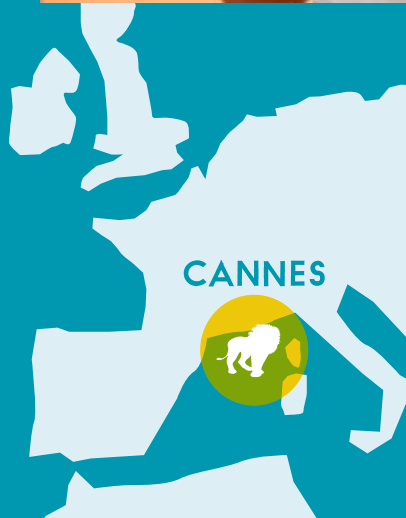
AT THE CANNES LIONS  
INTERNATIONAL FESTIVAL OF CREATIVITY

AMERICAN  
The Pavilion

# CANNES LIONS INTENSIVE

## WHAT DO BONO, CONAN

O'Brien, Casey Niestadt, Tony Ive, Queen Latifah, Chris Cuomo, Adam Rippon, Lilly Singh, Naomi Campbell, Al Gore, David Shing, and Sir Martin Sorrell have in common? They've all taken the stage at the Cannes Lions International Festival of Creativity in Cannes, France!



"FROM FASHION DESIGNERS TO HIP-HOP ENTREPRENEURS, CREATIVE GENIUSES TO F1 STARS, TALK SHOW HOSTS TO THE WORLD'S BIGGEST BRANDS, CANNES LIONS BRINGS TOGETHER SOME OF THE WORLD'S BRIGHTEST MINDS TO INSPIRE IN A SETTING UNPARALLELED BY ANY OTHER MEDIA EVENT."

STEVE LATHAM, HEAD OF TALENT AND TRAINING, CANNES LIONS

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JOIN US *at the* CANNES INTERNATIONAL FESTIVAL *of* CREATIVITY



For one week each June, the world famous Cannes Palais des Festivals hosts Cannes Lions. Prizes are awarded each night to the most effective and inspiring campaigns in such categories as Mobile, Outdoor, Cyber, Innovation, PR, Design, Promo and Activation.

All week, attendees (“delegates”) are invited to view shortlisted work from the over 37,000 entries judged, and celebrate with the winners.

“I come to Cannes Lions to witness ideas that might change the world.”

REI INAMOTO, CCO/VP, AKQA NEW YORK

Alongside inspiring talks by thought leaders from the world’s most influential advertising agencies, delegates also rub shoulders with tech titans from Google, Facebook, Twitter, Snapchat, Microsoft, and myriad metrics firms, who’ve all become central players in the mobile and online advertising race.

The American Pavilion—the de facto communications and hospitality hub at the Cannes International Festival du Film since 1989—now offers access to this extraordinary event.

The Cannes Lions Intensive serves students interested in global communication, brand messaging, creative marketing, and interactive design.

The Cannes Lions Intensive is an experiential week, designed to complement the formal education students receive in the classroom, giving students a leg up on their field of choice when they graduate and enter the workforce.

Under the guidance of a Cannes veteran, students will attend a one-day pre-Festival orientation,

daily meetings to review the scheduled panels and workshops, and de-briefings with other participants to compare notes. Students are also encouraged to network with potential future employers at parties sponsored by firms represented at the Festival.

ADVERTISING  
TECH  
MARKETING  
DESIGN  
BRANDING

“THE QUALITY OF THE WORK ON DISPLAY,  
AND THE ACCESS TO LUMINARIES THERE,  
ARE NOT SOMETHING THAT CAN BE EXPERIENCED  
ANYWHERE ELSE TO THAT EXTENT.”

— TROY ELIAS, PHD

UNIVERSITY OF OREGON SCHOOL OF JOURNALISM AND COMMUNICATIONS

PARTICIPATE:

.....

IN A WEEK OF CREATIVITY, CONNECTION, INSIGHT, AND  
INSPIRATION ON THE DAZZLING FRENCH RIVIERA.

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