



Sunday 16th June

15:00-15:30

CAMPUS STAGE

Academy Kick-off

The Cannes Lions School Team welcomes you to Cannes Lions 2019

Cannes Lions School Team
Rocio Ramirez, Young Lions Academy Ambassador
Nick Law, Cannes Lions School Chairperson and Chief Creative Officer Publicis Groupe
& President of Publicis Communications at Publicis Groupe
Jen Veenstra, National Managing Director, CMO Experiences, Deloitte
Nicolle Katz, Young Lions Academies Manager, Cannes Lions

15:30-17:00

CITY OF CANNES

Cannes City Challenge

An interactive scavenger hunt where creative challenges must be solved and documented for teams to be victorious.

Organized by the City of Cannes and Université Côte d'Azur

17:00-18:30

RHA CLASSROOM

Meet the Deans

Meet the Roger Hatchuel Academy Deans, Maksimilian Kallhed and Abraham Asefaw

Maksimilian Kallhed and Abraham Asefaw, Academy Deans

Monday 17th June

09:00-09:45

RHA
CLASSROOM

The Pop-Up Story

Team, Frame, Work - Meet Abraham and Maksimilian

Maksimilian Kallhed and Abraham Asefaw, Academy Deans

10:00-10:45

RHA
CLASSROOM

From Junior to Senior: New Generation Leaders

In this session we explore Raven's personal journey as a young leader while we discuss why 'young seniors' are so needed and how to become one.

Pernille Raven, Head of Content, Mad Cow Films

PRESENTATION
WITH Q&A

11:00-11:45

RHA CLASSROOM

Standing Out in the Interview Process - Deloitte/ Heat

In such a saturated and competitive market, how do you go about finding your dream job and standing out? Our presentation is focused on solving for this, defining your personal brand. All too often we forget all the incredible things that make us special. We will leverage the same storytelling skills we use for brands towards ourselves to unlock the power of you. Learn how to clearly articulate their personal brand and speak to their core values and how those aligned with the agency in this fun workshop format.

Jessica, Kassel, Head of Talent, Heat
Julia Hammond, Managing Director and General Manager, Heat/Deloitte



12:00-13:00
FREE TIME-
SUGGESTED
CONTENT

DEBUSSY THEATRE

PALAIS I

Future is Female: Women & the Direct to Consumer Economy - Hulu

Consumers are disrupting traditional business models and investing their dollars and time in brands that have mastered connection, convenience and personalization. The biggest driver of this seismic transformation toward a direct-to-consumer economy? Women. With control of 85 percent of consumer spending in the United States alone, from entertainment to wellness to food and fashion, today's shift to a direct-to-consumer economy centers on companies and content made by women, for women. Join Hulu CMO Kelly Campbell, Stitch Fix CMO, Dierdre Findlay and Kerry Washington, actor, director, producer, and activist for a candid conversation about what it takes to truly connect with female consumers in this on-demand world.

Kerry Washington, Actor/Director/Producer and Activist, Simpson Street
Dierdre Findlay, Chief Marketing Officer, Stitch Fix
Kelly Campbell, Chief Marketing Officer, Hulu

13:00-13:45
CAMPUS
CANTEEN

Lunch

14:00-15:00
RHA CLASSROOM

In Conversation with - Wyclef Jean

Wyclef will talk about diversity and inclusion within the creative community by sharing personal experiences and providing insight to the Roger Hatchuel Class of 2019

Wyclef Jean, Musician/Wrapper and Actor
Moderated by - Maksimilian Kallhed and Abraham Asefaw – Academy Deans

15:00-16:00
RHA CLASSROOM

In Conversation with - Olivia Hedman

A Creative Conversation with Olivia Hedman, 72andSunny

Olivia Hedman, Strategist, 72andSunny

16:00-17:00
RHA CLASSROOM

PRESENTATION
& Q+A

Be Afraid, Be Very Afraid, But Do It – Burger King

In the world of today, standing out is not just a nice to have but the only way to survive. Through a series of award-winning case studies, Burger King's CMO will share some of the principles on how to develop work that truly stands out and how that creates value for the brand and the business.

Fernando Machado, Global Chief Marketing Officer, Burger King



Tuesday 18th June

10:00-10:45
RHA CLASSROOM

PRESENTATION
WITH Q&A

Assimilate or Else...

Bass's personal story of how he lost his voice when he joined advertising and some tips to avoid the same happening to you.

Bassam Abdel Rahman, Managing Director, 72andSunny

11:00-12:00
RHA
CLASSROOM

PRESENTATION
WITH Q&A

Story is Power/Your Story is Powerful - Strategic Security Systems Intl LTD

Story is a powerful tool in building systems of belonging.

Nana Konamah Boateng, Chief Innovations Officer, Strategic Security Systems Intl LTD

12:30-13:00
GOOGLE BEACH

Lunch

13:00-13:10
GOOGLE BEACH

Google Creative Campus - Welcome

Welcome

Jamie Fowler, Product Marketing Manager, Google AI
Saskia Owens, Brand Marketing Manager, Google

13:10-13:45
GOOGLE BEACH

Fireside Chat with Steve Vranakis

How we talk about the Google brand - 10 things we know to be true.

Steve Vranakis, Executive Creative Director, Google EMEA

13:45-14:10
GOOGLE BEACH

How We Approach Media and Creative

Right User. Right Message. Right Time.

Danish Bagadia, Performance Media Marketing Lead, Google EMEA

PRESENTATION

14:20-15:00
GOOGLE BEACH

How you can find your voice workshop

#iamremarkable workshop

Jenny Schiffman, Head of Industry, Google
Ely Oldenbourg, Senior Industry Manager, Google

WORKSHOP

15:20-16:00
GOOGLE BEACH

Sunset Social

17:00-18:00
OPTIONAL

Young Lions Hour

Join us for pizza, beer, networking and content at the Cannes Lions School!

CAMPUS STAGE



Wednesday 19th June

09:00-09:45

R/GA
CLASSROOM

PALAIS I
BASEMENT

PRESENTATION/
Q&A

Taking Ideas Off the Ground - Kickstarter/Back to the future

Daniel will be showcasing some of his past projects and talking about creativity, innovation & how-to Kickstart ideas.

Daniel Mascarenhas, Thought leader @ Kickstarter and Founder @ Back to the Future

10:00-12:00

RHA
CLASSROOM

The Pop-Up Ideation – 48Hour Brief

48H is all you need to solve any creative challenge. Learn the secrets behind The Pop-Up Model, an agile framework for creativity. Find out how to work better and faster without compromising on quality. Leave this session with new creative tools ready to be used in your professional life.

Maksimilian Kallhed and Abraham Asefaw – Academy Deans

12:30-13:00

GOOGLE
BEACH

Lunch

13:00-13:40

GOOGLE
BEACH

PRESENTATION

How we bring ideas to life

Lessons in innovation at Google.

Dan Kaufman, Senior Director of Engineering and head of ATAP, Google

13:40-14:20

GOOGLE
BEACH

WORKSHOP

How we approach design

How Google built the first AR Ads product, from prototype to delivery.

Hillary Lindeman, Senior UX Design lead, Google

14:30-15:00

GOOGLE
BEACH

FIRESIDE CHAT

How We Use Tech For Good

Career conversations with our head of Marketing for EMEA.

Yonca Derviřođlu, VP Marketing EMEA, Google



15:00-15:05

**GOOGLE
BEACH**

Google Creative Campus Close

Jamie Fowler, Product Marketing Manager, Google AI
Saskia Owens, Brand Marketing Manager, Google

15:15-16:00

**RHA
CLASSROOM**

In Conversation with - Noor Tagouri

Moderated by Maksimilian Kallhed and Abraham Asefaw

FIRESIDE CHAT

Noor Tagouri, American Journalist

16:00-17:00

**RHA
CLASSROOM**

In Conversation with - Omotola Jalade-Ekeinde, Red Hot Concepts

Moderated by Maksimilian Kallhed and Abraham Asefaw

FIRESIDE CHAT

Omotola Jalade-Ekeinde, Actress and Producer, Red Hot Concepts

17:00-18:00

**CAMPUS
STAGE**

Young Lions Hour

Join us for pizza, beer, networking and content at the Cannes Lions School!

Thursday 20th June

09:30-10:30

**RHA
CLASSROOM**

Don't Make the Same Mistake Once - Publicis Groupe

A collection of thoughts, ideas, mistakes and anecdotes that changed my career. The format is a succession of statements.

**INTERACTIVE
PRESENTATION
WITH Q&A**

Emmanuel André, Chief Talent Officer, Publicis Groupe

10:30-11:30

**EXHIBITION OF
THE WORK &
RHA
CLASSROOM**

Tour of the work

A review of the Cannes Lions 2019 Winners, with a twist

Maksimilian Kallhed and Abraham Asefaw – Academy Deans

11:30-12:30

**CANNES
CAMPUS**

Prototyping with Daniel Mascarenhas

Daniel Mascarenhas along with your deans Maksimilian and Abraham will run a workshop on prototyping

WORKSHOP

Daniel Mascarenhas, Thought Leader @ Kickstarter and Founder @ Back to the Future
Maksimilian Kallhed and Abraham Asefaw – Academy Deans

12:30-13:30

**CAMPUS
CANTEEN**

Lunch



15:00-16:00
RHA
CLASSROOM

The Road to Leadership - TBWA

Joanne will discuss key learnings on her journey to leadership at TBWA

PRESENTATION
WITH Q&A

Joanne Lao, CEO, Greater China, TBWA

16:00-17:00
RHA
CLASSROOM

In Conversation with Dion Holla

Dion will talk about his journey since participating In RHA

Dion Holla, Business Developer, Embassy of Dutch Creativity

17:00-18:00
CAMPUS STAGE

Young Lions Hour

Join us for pizza, beer, networking and content at the Cannes Lions School!

Friday 21st June

11:00-12:00
RHA
CLASSROOM

Presentations

Teams will present their 48hour challenge answer to a carefully selected panel of judges

Judges:

Hamish Priest, Head of YouTube Ads Marketing EMEA, Google
Joanna Unwersal, Strategy Director, Ogilvy & Roger Hatchuel Academy Alumni
Dion Holla, Business Developer, Embassy of Dutch Creativity

12:00-13:00
CAMPUS
CANTEEN

LUNCH

13:00-15:30
RHA
CLASSROOM

Roger Hatchuel Academy Wrap-Up

M aksimilian Kallhed and Abraham Asefaw , Academy Deans

15:30-15:45
RHA
CLASSROOM

Complete Surveys

M aksimilian Kallhed and Abraham Asefaw , Academy Deans

16:00-17:00
CAMPUS STAGE

Graduation

Celebrating the Cannes Lions Class of 2019!

Simon Cook, Managing Director, Cannes Lions
Cannes Lions School Academy deans, team and sponsors