



CANNES24

What to See, Where to Be

SUBJECT TO CHANGE

WHEN

WHAT

WHERE

WHO

Monday June 17

5:00pm - 6:00pm	FRENEMIES: The Unexpected Partnership between Advertising and PR	INVITATION ONLY Hosted by DDB WW, OPRG, and KETCHUM PR	<p>Chris Foster CEO, OPRG</p> <p>Varsha Kaura Global Client Lead, Omnicom/DDB for Mars Pet</p> <p>Edwin Padilla Global Vice President, Mars Pet Nutrition, IAMS brand</p> <p>Iana Shenitzer Executive Vice President, Ketchum for OPRG</p> <p>Moderator: Arun Sudhaman Editor-in-Chief, PRovoke Media</p>
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Tuesday June 18

9:30am - 10:00am	Unleashing Imagination: The Next Generation of Creative Talent	OMC Cove Cabana	<p>Richard Brim CCO, adam&eveDDB</p> <p>Jane Wakely CMO PepsiCo</p> <p>Chris Beresford-Hill CCO Americas, BBDO</p> <p>Margaret Johnson CCO Goodby</p> <p>Kika Douglas CCO 180</p> <p>Dez Marzette ECD TBWA/Chiat/Day LA</p>
9:45 - 11:00am	Leading with Creativity in the Age of AI Technology	Smartly Penthouse 4 Rue des Serbes	<p>Chaka Sobhani President & Global CCO, DDB WW</p> <p>Jo Shoesmith Chief Creative Officer, Amazon</p> <p>Rob Reilly Global CCO, WPP</p> <p>Alexandre Abrantes ECD, FCB NY</p> <p>Laura Desmond CEO, Smartly</p>
11:30am - 12:00pm	We Say Maccas, You Say McDonald's	Brand Innovators Showcase Stage @ Armani Cafe	<p>Chris Brown SVP & Chief Customer Officer, McDonald's Australia</p> <p>Matt Chandler Executive Creative Director, DDB Sydney</p>
12:00pm - 12:45pm	ADWEEK CCO Roundtable	ADWEEK House at Cannes: 3.14 Rooftop	<p>Chaka Sobhani President & Global CCO, DDB WW</p> <p>Liz Taylor Global CCO, Ogilvy</p> <p>Jason Campbell CCO, Translation</p> <p>Juan Javier Peña Plaza CCO, Gut</p> <p>Shannon Washington Global CCO, gotham</p> <p>Moderator: Jameson Fleming Executive Editor, ADWEEK</p>
1:45pm - 2:15pm	Inside the Jury Room: Print & Publishing Lions	Palais Basement	<p>John Raul Forero President & CCO, DDB Colombia</p>
4:00pm - 4:15pm	Candid Cannes: Story Behind the Strategy	OMC Cove Cabana	<p>Tomas Gonsorcik Global CSO, DDB WW</p>
4:15pm - 4:30pm	Candid Cannes: Daily Debate	OMC Cove Cabana	<p>Chaka Sobhani President & Global CCO, DDB WW</p>

Wednesday June 19

12:45pm - 1:15pm	What A Feeling: The Unreasonable Impact of Emotion	Palais Debussy Theater	<p>Chaka Sobhani President & Global CCO, DDB WW</p> <p>Richard Brim CCO, adam&eveDDB</p> <p>Sharon Horgan Writer, Producer, Actor, Director & Co Founder of MERMAN</p> <p>Alix Traeger Culinary Personality</p>
2:15pm - 3:15pm	Why Awards Build Careers and How to Create Equality in Them	Palais ACT Responsible Hall	<p>Chaka Sobhani President & Global CCO, DDB WW</p> <p>Roshanak Fatahian Client Director & DEI Director, NORD DDB</p> <p>Ilkay Gurpinar CCO, TBWA</p> <p>Ali Hanan CEO, Creative Equals</p> <p>Kate Cronin Global CMO, Moderna</p> <p>Christian de La Villehuchet President, EACA</p> <p>Moderator: Seth Matlins Managing Director, Forbes CMO Network</p>

Thursday June 20

9:30am - 10:00am	The New Brand Stewards: Creativity as a Rallying Call for Fandoms	OMC Cove Cabana	<p>Alyson Griffin Head of Marketing, State Farm</p> <p>Ralph Pardo CEO, Omnicom/DDB Group NA</p> <p>Jen Costello Global CSO, TBWA\Worldwide</p> <p>Moderator: Alex Lubar Global CEO, DDB WW</p>
12:15pm - 12:45pm	Secret Speaker Series: Collective Action to Change the Game for Women	Palais Debussy Theater	<p>Intro by: Gary Steele Chief Creative Officer, DDB Aotearoa</p>
4:00pm - 5:00pm	Why So Serious? The Key to Comedy in Advertising	Little Black Book Beach	<p>Gary Steele Chief Creative Officer, DDB Aotearoa</p>
4:00pm - 4:15pm	Candid Cannes: Story Behind the Strategy	OMC Cove Cabana	<p>Sebastien Genty Managing Director & Head of Strategic Planning, DDB Paris</p>
4:15pm - 4:30pm	Candid Cannes: Artificial Intelligence, Real Creativity	OMC Cove Cabana	<p>George Strakhov Head of Creative Technology, DDB WW</p>

Friday June 21

11:45am - 12:30pm	Future Gazers: Navigating the Next 18 Months of Innovation	Palais Terrace Stage	<p>Les Binet Group Head of Effectiveness, adam&eveDDB</p> <p>George Strakov Head of Creative Technology, DDB WW</p> <p>Andrey Tyukavkin Chief Invention & CCO, Publicis Groupe</p> <p>Ziba Goddard CEO, Cowry Consulting</p> <p>Moderator: Kate Hardcastle MBE, Founder of Insight with Passion & FORBES Contributor</p>
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