

Effie Academy at Cannes Lions

Agenda 16th – 20th of June

JUNE 16-17 (MONDAY & TUESDAY): CURATED TALKS

The program kicks off with two curated days of Festival content, immersing you in world-class creativity and effectiveness insights.

JUNE 18-20 (WEDNESDAY, THURSDAY, AND FRIDAY AM): LEARNING PROGRAMME

Over 2.5 days, you will tackle hands-on training – diving deep into proven marketing effectiveness strategies and gain behind-the-scenes insights from industry leaders. **Location:** Salle De Presse – 3rd Floor, Le Palais de Festivals

MONDAY 16 JUNE

10:00 – 10:30	Lumière Theatre, The Palais	Apple Human after All Festival Opening Seminar: Creative Marketer of the Year Can the human touch save creativity in the age of algorithms? This talk goes behind the work that drove Apple to becoming the 2025 recipient of the Cannes Lions Creative Marketer of the Year Award, and shows how sometimes it's as important to feel it as it is to get it [read more] . <i>Tor Myhren, VP of Marketing Communications, Apple</i>
10:30 – 11:15	Rotonde Stage, Rotonde	CMO's in the Spotlight: Amazon, Mars, Novartis What does it take to be a Chief Marketing Officer in 2025? Join this popular series to learn from the top brand leaders as they dissect the most challenging issues of today and outline their vision for the future [read more] .
11:45 – 12:15	Debussy Theatre, The Palais	Breakthrough Storytelling Captivating Audiences across Screens and Streams Disney is known for its breakthrough storytelling across screens and streams. It's the kind of storytelling that doesn't just capture attention – it shifts perspectives, sparks emotion and leaves a lasting impact. It breaks through the noise, transcends platforms and resonates deeply with audiences by being bold, innovative and culturally relevant [read more] .

WELCOME RECEPTION

13:00 – 14:00	Creator's Rooftop, The Palais	Join us for an afternoon of light bites and drinks to kick off the week hosted by Traci Alford, Global CEO, Effie and Marcel Marcondes, Global CMO of AB InBev . This is the perfect opportunity to meet your fellow cohort, spark new conversations, and initiate relationships that will shape your journey ahead.
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15:00 – 16:00	The Workshop Room, The Palais	Workshop: Navigating the Trend Galaxy Ninety per cent of trend reports come from 10 cities. That's not the real world. Your competitors are seeing the same signals as you. You need a different today to dazzle tomorrow. Join this session, bringing a global dinner party's worth of sensory signals to spark your imagination. Together, you'll chart a new way forward. You'll get to taste, touch and see "warm data" gathered via the Culture Connectors network spanning 59 countries
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		<p>(from the Philippines to Peru) and 24 category experts (covering class, kindness, and Afrofutures). You'll leave with a clearer understanding, plus tangible, actionable strategies. Served with a side of global wonder [read more].</p> <p>Amy Daroukakis, Founder and Cultural Strategist, Culture Connectors</p>
16:30 – 17:00	Debussy Theatre, The Palais	<p>Changing the Game: Building Brands in the Age of Experiences</p> <p>People have changed. They crave experiences over things. And they want those experiences to be personalised and extraordinary, across every touchpoint of their lives. Marketers need to rethink how technology, innovation, media and every other channel can build brands by giving consumers experiences that matter. By executing this new approach with consistency, focus, and depth, brands can create deeper relationships with consumers and drive results for the long term [read more].</p> <p>Marcel Marcondes, Global Chief Marketing Officer, AB InBev</p>

TUESDAY 17 JUNE

10:30 – 11:15	Rotonde Stage, Rotonde	<p>CMO's In the Spotlight: Infosys, Nestle, American Express</p> <p>What does it take to be a Chief Marketing Officer in 2025? Join this popular series to learn from the top brand leaders as they dissect the most challenging issues of today and outline their vision for the future [read more].</p>
12:15 – 12:45	The Forum, Rotonde	<p>More Is More: A Rationally Exuberant Path to Success</p> <p>GOODLES mac and cheese vaulted from an unknown start-up to rocket ship growth practically overnight, altering the trajectory of a giant legacy category – and it did it by going over the top. On everything. Multiple brand colours? You got it. Multiple characters? Why not. Trade show booths? Nah, thanks – we'll throw a massive dance party instead. Find out how the brand used exuberance not just to increase sales (to the point of selling a box of noodles every second) but also gain so much consumer love that it's even had fans writing it a Shakespearean sonnet [read more].</p> <p>Paul Earle, Co-Founder, GOODLES macaroni & cheese</p>
14:45 – 15:30	Lumière Theatre, The Palais	<p>Timeless Creativity: Lessons on Building Lasting Brands</p> <p>P&G and Marc Pritchard don't believe in brand lifecycles. They believe in building brands that stand the test of time. In this keynote, you'll hear the tried-and-true lessons of timeless creativity that are as relevant today as they've ever been to guide building brands that last. Even in today's complex world, it's just not that complicated [read more].</p> <p>Marc Pritchard, Chief Brand Officer, P&G</p>
16:15 – 16:45	Rotonde Stage, Rotonde	<p>Contagious – How to Win in 2030</p> <p>Contagious is back with another rough guide to the near future of marketing. This rapid-fire session will break down the most interesting trends shaping consumption, culture, media and technology to examine how they may develop across the next half-decade. By extrapolating the effect of these key forces on the evolving marketing landscape, we'll offer a glimpse into the challenges and opportunities that may emerge over the next five years [read more].</p>

		Alex Jenkins, Editorial Director, Contagious
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COCKTAIL RECEPTION

18:00 – 20:00	Hotel Martinez, Citrus Room	Global Effie Best of The Best Cocktail Party Please join us as we raise a glass to the brilliant teams behind the most effective marketing efforts from across the globe.
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WEDNESDAY 18 JUNE – LEARNING PROGRAMME – DAY ONE

Location: Salle De Presse – 3rd Floor, Le Palais de Festivals

9:00 – 9:50	Kick-off with Effie Academy Effectiveness Coaches Hayley Spurling and Danielle Tenconi will kick off the session and dive into the agenda.
9:50 – 11:05	The Effie Framework A proven four pillar methodology for driving marketing effectiveness and the core of the Effie Awards.
Break (15 mins)	
11:20 –12:05	The Perils of Default Thinking: How To Win - Pillar 1 Go beyond the obvious. Aisea Laungaue draws from firsthand experience leading global strategy to explore how reframing a challenge can open up transformative opportunities. This session dives into the crucial early phase of evaluating the business context, challenging assumptions, and setting sharp objectives. Expect deep behind-the-scenes strategy insights, lessons in rewriting the rules, and a rare opportunity to engage directly through open Q&A <i>Aisea Laungaue – Global Partner and Executive Strategy Director of Anomaly</i>
Lunch served in Classroom (45 mins)	
2:15 – 3:20	Pushing the Frontiers in Insight & Ideas Pillar 2: The secrets of creative strategy that delivers standout results When ideas deliver breakthrough results, they are rarely born from surface-level insight. Harjot Singh brings decades of his experience to take you behind the scenes on how powerful ideas are built- step by step- on sharp, original thinking. This session offers a nuanced view into the craft of insight and strategy: how to tell the difference between good and great insights, how ideas evolve through rounds of refinement, how to align stakeholders, and what it takes to protect and translate strategy into effective impact. With direct access to Harjot in an open Q&A, this session will help you sharpen both your instincts and your skills. <i>Harjot Singh, Global Strategy Officer, McCann Worldgroup</i>
Break (15 mins)	
15:35 – 17:00	Can We do Better: Pillars 1 & 2 A team challenge that gives you an opportunity to share perspectives with cross-discipline members of this special Effie Academy cohort. Analyse the real case entry behind an Aldi campaign - and see if you can improve it - and how your suggestions compare to ChatGPT's.

THURSDAY 19 JUNE – LEARNING PROGRAMME – DAY TWO

Location: Salle De Presse – 3rd Floor, Le Palais de Festivals

9:00 – 10:30	<p>Dishing the Dirt on Pillar 3</p> <p>How do you turn bold strategy into breakthrough execution? In this all-women panel featuring leaders from e.l.f. and creative agency Oberland, you'll hear how powerful ideas are brought to life - and the real-life hurdles that come with it. An honest look at creative collaboration, tough decisions, and what it really takes to get to outstanding work.</p> <p>They'll dive deep into the tactical realities: navigating internal tensions, external pressures and keeping execution tethered to strategic intent. Expect real-world stories and the kind of perspective rarely shared on stage, plus a Q&A that invites equally honest dialogue.</p> <p>Ashley Rosebrook, Chief Creative Officer, e.l.f. Beauty Laurie Lam, Chief Brand Officer, e.l.f. Beauty Lisa Topol, CCO, Oberland</p>
10:40 – 12:00	<p>The Winning Formula: Lessons from the 2024 F1 World Champions McLaren Racing @ Stagwell's SPORTS BEACH</p> <p>Join McLaren Racing CEO Zak Brown, Formula 1 driver Oscar Piastri and McLaren Racing CMO Lou McEwen as they take to the stage to share what it takes to succeed in one of the world's most competitive sports.</p> <p>Drawing from McLaren Racing's remarkable journey from being the underdog to securing the 2024 F1 Constructors' Championship for the first time in 26 years, Zak, Oscar and Lou will uncover how resilience, teamwork and adaptability fuel peak performance and inspire a relentless pursuit of excellence – both on and away from the track [read more].</p>
Lunch to be served in classroom (40 mins)	
12:40 – 13:50	<p>Pillar 3: Best Practices</p> <p>Explore Cannes Lions work and collaborate in teams to identify trends, best practices and challenges. Discuss this and Effie Insights into effective work that delivers the strategy as a cohort, generating ideas for effective practices you can apply with your teams.</p>
13:50 – 14:55	<p>Spotting the BS in Pillar 4</p> <p>It's easy to impress with numbers – but harder to prove real impact. This session focuses on real (anonymized) case studies where the metrics missed the mark - whether due to weak objectives, unclear attribution, or data that looked better than it really was.</p> <p>Designed to challenge how effectiveness is measured and reported at the highest level, you'll learn why rigorous measurement matters, practical ways to strengthen credibility, how to influence internal expectations, and set yourself up for credible, defensible results. Includes a live Q&A for real-time dialogue.</p> <p>Kendra Hatcher King, Global Chief Design Officer, Spark Foundry</p>
Break (15 mins)	
15:10 – 16:10	<p>Lead Differently: An Offscript Conversation DJ van Hameren & Jae Goodman</p> <p>What does it <i>really</i> take to lead effective marketing today? In this candid, off-the-record conversation, DJ van Hameren and Jae Goodman go beyond the case studies to talk leadership in the real world - where future vision, stakeholder influence, decision-making, and creative bravery collide. They'll unpack what it means to lead with resilience and courage, how to build capability within teams, and what it takes to stay effective in a fast-changing environment.</p> <p>Expect honest reflections on tough calls, personal turning points (including the decision to walk away), and practical advice for those ready to lead differently. For leaders navigating high-stakes environments, evolving</p>

	<p>teams, and rising expectations, this is a rare chance to learn from the lived experience of two of the industry's most respected voices. Audience Q&A to explore the conversation further.</p> <p><i>Jae Goodman, Founder of Superconnector Studios</i> <i>DJ Van Hameren, ex CMO of Nike, Co-founder of Superconnector Sports</i></p>
16:10 – 17:00	Debrief + Wrap Up

FRIDAY 20 JUNE

9:00 – 10:45	<p>Now You're the Judge – Evaluating Effectiveness</p> <p>Following reflections from the previous day and a morning power-up, you will put you will dive into the role of Effie Judge.</p>
11:00 – 12:10	<p>Final Networking & Action Planning</p> <p>A special session to maximise the impact of participating in this Effie Academy cohort. You'll leave with personal connections and an action plan to apply learnings from Cannes Lions to grow your organisation's effectiveness.</p>
Lunch Served (Optional)	
13:00 – 13:45	<p>Future Gazers: New York Times Advertising, I&CO, McCann Worldgroup</p> <p>What will the future look like? Our hand-selected visionaries will paint a picture of our world 18 months from now. Attendees will get the scoop on what's a fad, what's sticking around and what is still to come [read more].</p>

Cannes Lions Closing Party

21:00 – 24:00	Closing Party – A Celebration for All! @ Carlton Beach - Access to VIP Area
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