

CANNES 2004



- HOME
- RSVP
- EVENT INFO
- EVENT CONTACT

EVENT INFO

At "Bringing Cannes To Life" you will be able to explore provocative areas like:

- Not being afraid to be noticed...
- Getting in Touch with the Creative community
- Treating the consumer as your partner, not your boss

Each brand and agency team will have the opportunity to integrate what they have learned into a plan to make their advertising more watchable/impactful. A discussion guide will be provided.

Please ensure that one Creative and one Account Exec from your Agency attends. Please check with them to ensure that they have received the email invitation and have RSVPd. This will ensure that you learn and create strong advertising together.

Sample Advertisements & Event Agenda

Sample 1: (Print)



Sample 2: (Print)



Sample 3: (Video)



Tuesday, Nov. 30th	
8:00 a.m. - 8:30 a.m.	Registration & Continental Breakfast
8:30 a.m. - 11:45 p.m.	Cannes Immersion <ul style="list-style-type: none"> • Overview • Print & Copy Review
11:45 a.m. - 1:30 p.m.	Lunch/ Brand-Agency Breakouts
1:45 p.m. - 4:00 p.m.	"Miss Understood" presentation by Leo Burnett Panel Discussion
4:00 p.m.	End of Session