

EDUCATORS SUMMIT

Sunday 16 June – Cannes Lions School Campus Terrace - Palais II

18:00	<p>Welcome to the 2019 Educators Summit The pioneers having a drink and getting to know each other.</p>
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Monday 17 June - Cannes Lions Digital Experience – Palais des Festival Level -1

13:00 – 14:00	<p>Future-proofing your curricula With over 300 sessions presented at Cannes Lions, integrating content into curricula in an engaging way is a priority.</p> <p><i>Bryan Reber, Head of Department of Advertising and Public Relations, University of Georgia</i> <i>Meryl Blau, Professor, University of Miami</i> <i>Karen Freberg, Associate Professor of Strategic Communication, University of Louisville</i> <i>Ketan Naran, Customer Value Specialist, Cannes Lions</i></p>
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Tuesday 18 June – Cannes Lions Campus – Media Academy Classroom

13:00 – 14:00	<p>Learning Collaborations with tech platforms The tech platforms have a growing catalogue of online training to help graduates prepare for a changing industry, so what can they supply to academia?</p> <p><i>Jann Schwarz, Global Director, Market Development, LinkedIn</i> <i>Colleen Stauffer, Head of Global Business Marketing, Pinterest</i> <i>Noha Wagih Bashir, EMEA Team Lead, Blueprint Training, Facebook</i> <i>Adobe speaker TBC</i></p>
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Wednesday 19 June - Cannes Lions Campus - Roger Hatchuel Academy classroom

13:00 – 13:30	<p>Accelerating Talent - The Berghs Way If we had a secret recipe on how to find and accelerate young talent, with the goal to set an International standard for the communications industry, we would share it! Actually We do. And therefore we will.</p> <p>In our 30-minutes session we will give you the most important insights that has guided us over the last two decades when adapting to the changes in the industry, the new types of competences needed, and not least, the transition from thinking about education as a linearly process to a more, holistic and digital setup.</p> <p>Among the insights that frame our daily work at Berghs are soft skills, innovation and shared values and views on the world like equality, diversity and the planet's future. Now this might all be buzzwords, we give you that, and we feel the same way. That's why insights alone aren't enough. We need to work our values through tools and frames. This is where it gets really interesting, the how's that makes for success being built in to everything we do, not added to it.</p> <p><i>Camilla Wallander, CEO, BERGHS School of Communication</i> <i>Joakim Thulin, Head of Insights, BERGHS School of Communication</i></p>
13:30 – 14:00	<p>Modernising learning styles It's not just what students learn, but how they learn it; experience-based learning; applied learning; design-thinking; blended learning; peer to peer learning can help new generation learn in a dynamic way</p> <p><i>Stuart Hardy, Tribal Leader</i> <i>Emily Hinks, Founder & CEO, Mischief Makers</i></p>

Thursday 20 June - Pinterest Beach, Carlton Hotel

09:00 – 10:00	<p>Skillsets vs Mindsets</p> <p>There is an increasing emphasis on soft skills over hard skills but both are required, so identifying what the industry wants in specific roles and what skills they value the most is paramount.</p> <p><i>Jacqui Canney, Global Chief People Officer, WPP</i> <i>Alex Goat, CEO, Livity</i> <i>Judy Lee, Global Head of Industry and Experiential Marketing, Pinterest</i> <i>Michael Diamond, Academic Director & Clinical Assistant Professor Integrated Marketing Communications, New York University</i></p>
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Friday 21 June - Palais des Festival Level - R/GA Classroom, Level -1

09:00 – 09:30	<p>Recap of the week</p>
09:30 – 10:10	<p>The workforce of the future</p> <p>The employee of tomorrow is not the same person as the employee of yesterday, or even today. Rapid changes in culture, technology and processes mean today's graduates need to be equipped for jobs that may not yet exist.</p> <p><i>Lee Maicon, Chief Strategy Officer North America, McCann</i> <i>Alan Kelly, Executive Creative Director, Rothco Accenture Interactive</i> <i>S��verine Charbon, Global Chief Talent Officer, Publicis Media</i> <i>Neil Waller, Co-Founder, Whalar</i></p>
10:10 – 10:50	<p>Talent Acquisition</p> <p>How are modern recruiters finding talent and where can academia promote them?</p> <p><i>Lionel Carreon, Global Director, Creative Recruiting, R/GA</i> <i>Sasha Martens, President, Sasha the Mensch Inc.</i> <i>Jessica Kassel, Head of Talent, Heat</i> <i>Rocio Ramirez, Sr. Art Director, Dieste Inc (Young Lions Ambassador)</i></p>
	<p>Break</p>
11:00 – 11:30	<p>The New Creative Revolution</p> <p><i>In times of rapid change, creatively led organisations should be shaping the future. It takes imagination and empathy to see the human potential of new technology. It takes curiosity and obsessive craft to develop a grammar for new media formats. Unfortunately, most companies treat creatives like petulant children, and most creatives surrender leadership to "businessmen." The future is too important to leave to operations and finance. It's time for creatives to step forward and organisations to prioritize creative vision.</i></p> <p><i>Nick Law, Chief Creative Officer Publicis Groupe, President Publicis Communications, Publicis Groupe</i></p>
11:30	<p>Preparing students to be job ready</p> <p>There is an increasing emphasis on soft skills over hard skills but both are required, so identifying what the industry wants in specific roles and what skills they value the most is paramount.</p> <p><i>Vanessa Pymble, Head of Global Marketing, Edelman</i> <i>Singleton Beato, Chief Diversity & Engagement Officer, McCann Worldgroup</i> <i>Linda Bumgarner, Executive Creative director, VMLY&R</i></p>
12:00	<p>Wrap up</p>