



1-5 March 2021

[Lionslive.canneslions.com](https://lionslive.canneslions.com)

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FOR SPEAKER INVITES ONLY

LIONS Live March:

The New Creator's Toolkit

BE PART OF THE PROGRAMME

LIONS Live March:

1 - 5 March 2021
lionslive.canneslions.com

The New Creator's Toolkit

The ultimate programme for the creator of tomorrow.

Inspiring creative possibility and supporting those in the pursuit of excellence, LIONS Live March is designed specifically for those in our community who want to aim higher and push their careers forward.

For creative success in 2021, you're going to need a swiss army knife of skills. **The New Creator's Toolkit** is designed to drive measurable gains in personal and professional development.

Futureproof your creative career through a learning experience which is purposeful, interactive and expansive.



A New Five-day Interactive Digital Experience

Highlights

- Future skills development
- Curated journeys based on attendee's personal career aspirations
- Content-led mentoring and group discussions
- Tools, resources and useful guides
- PLUS: launch of the new industry themes 2021

include:

LIONS is uniquely placed to access the world's best creative talent and unlock more than 65 years of creative intelligence. And for the March edition, we'll do just that: by creating a programme focused on **sharpening skills and building the competencies** needed for a new data-driven, purposeful and fearless generation of creativity. It will feature tailored event experiences, "five point" skills guides", the best advice from the industry greats, jury insights and content-rich networking. We'll also trawl through the archives of LIONS data to present valuable, timeless lessons on creativity: what works, what doesn't and what might in the future. From craft to commerce, design to deep fakes, mobile to machine learning: we'll equip you with some of the best insights and most interesting interactions you'll have.

It's a week of LIONS learning, capability-building and problem solving.





Be Part of the Line Up

Speaking on a LIONS Live programme:

Unlike Cannes Lions, the Festival of Creativity, there is no Call for Content for LIONS Live. The content programme is a hugely collaborative process between the LIONS Content Team and a select few from the industry who can help answer some of the community's biggest questions right now.

There is no fee to speak as part of the content programme.

LIONS Live will have a number of formats in which you can participate. Some are a continuation of the June/October editions and others are newly developed based on feedback and our latest audience research telling us what they need to know and see right now.

The formats fall under two brackets:

- **Commissioned** – where we work with you to craft a full video on a particular subject/storyline. The video will be produced by you and we will broadcast this on LIONS Live and publish on the VOD platform thereafter. The film will be broadcast “as live” during the week of LIONS Live and your talent will participate in a live audience Q&A during the show.
 - **Cast** – where we place you/your talent as a speaker in a format and series the LIONS team are producing, and will conduct remote filming with your talent. Most content is pre-recorded with a live audience Q&A, though some formats are completely live during the broadcast week.
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PAST SPEAKERS INCLUDE

Josy Paul, BBDO

Wyclef Jean

Lorraine Twohill, Google

Professor Scott Galloway

Naomi Campbell

Chelsea Clinton

David Droga, Droga5

Mark Read, WPP

Steve Stoute, Translation

Susan Credle, FCB

Marcello Serpa

Jonathan Mildenhall, TwentyFirstCenturyBrand

Kate Stanners, Saatchi & Saatchi

Jennifer Sey, Levi's Strauss & Co.

Inside the Minds of the World's Greatest Creatives



Greg Lyons
CEO
Pepsico



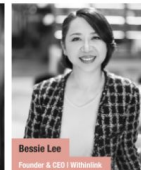
Jennifer Sey
CEO
Levi Strauss & Co

CMO'S IN THE SPOTLIGHT

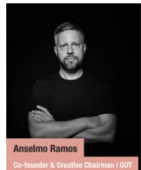
EXPERT GUIDE



Jonathan Mildenhall
Co-founder and CEO | TwentyFirstCenturyBrand



Bessie Lee
Founder & CEO | Withness



Anselmo Ramos
Co-founder & Creative Chairman | G&P



More on the format you have been invited to speak on:

What I've Learnt

In this exclusive format prominent creatives share their career learnings and secret winning moves in their own uniquely creative way. This format is reserved for creatives who have had a long-standing, multi-award-winning career in the industry - recognised for the ground-breaking work they have produced, and the new creative approaches they have forged.

Type of speaker:

Multi-award-winning creative legends

LIONS Future Skills

What are the skills required to future-proof your career? What are the LIONS skills of tomorrow? Join these five practical sessions to find the answers and make sure you're ready for the next step of your creative journey. The Future Skills series will give the LL audience a glimpse into some of the new skills needed for 'the new world' (new ways of agile working; the future use of technology in the creative process; agile leadership of tomorrow; asking better questions - unlocking creative ideas; resilience, stress tolerance and flexibility; lateral thinking, etc.).

Type of speaker:

Left field - psychologists, innovators, lateral thinkers

Dear Creators of 2021...

In this commencement speech type of keynote, some of the top leaders of the creative community inspire the LIONS audience to reflect on the past as well as look into the future of creativity. Think about this inspirational format as a rallying cry for the industry, the state of the state lecture, a motivational address encouraging to think outside the box, push the boundaries and keep discovering creative possibilities. What are the skills we have all gained in the past year? What are the skills we will all need to get to grips with not only to survive but thrive in the 'new reality'. This is a motivational and not-to-be-missed message to the creative industry - a call to action.

Type of speaker:

Uber inspirational for everyone from c-suite to entry level

The Expert Guide

Creative practitioners and industry heroes share how they would apply each LIONS Live day's content. Focussed on the "how to" angle, these industry experts breakdown the day's learning into next steps. Each session is 10-minutes in total and delivered live during the broadcast. Each expert is assigned a day to review.

Type of speaker:

Expert practitioners across our industry

More on the format you have been invited to speak on:

CMOs in the Spotlight

Designed for marketers, brand leaders and CMOs, this theme-focused series features some of the top CMOs from across the globe and explores a range of hot topics (different topic for each episode).

Type of speaker:

Client-side CMOs with a global remit

LIONS Intelligence Guides

Uncovering trends and insights from 65 years worth of awards data, these LIONS Guides will provide insights, best practice techniques and award-winning examples of work to support you in building your creative capabilities. We address key core areas of creative development through three unique LIONS Guide films - Breakthrough creative thinking on a budget; Emotional storytelling and Unconventional creativity.

Type of speaker:

LIONS produced, shining a light on The Work

See It Be It

A curated series bringing the See It Be It Alumni to the forefront. Shining a spotlight on the best career advice, mentorship and career development tools across an incredible network of female creatives around the world.

Type of speaker:

Upcoming talent

Young Lions Live Competition

A global challenge for the next generation. For anyone aged 18-30 years old. Launching on the Friday of LIONS Live week, put your newly sharpened skills into practice by working on a live brief. Content throughout the week will include tips and tricks for how to tackle the brief.

Be Part of a New Kind of Learning Experience



LEARNING

Sharpening skills and building competencies – what you need to know now

MONDAY 1ST

TUESDAY 2ND

WEDNESDAY 3RD

A LIVE BROADCAST & ON-DEMAND CONTENT EXPERIENCE

Sharpen your creative swiss army knife

A series of short films to help make you a better creative and equip you with the skills needed in the immediate future. These films will also feed into more interactive learning towards the end of the week.

Watch as part of the live broadcast to interact with the speakers or catch up on demand to learn in your own time and set yourself up for the next part of the week.

All content will be available on demand post event.

APPLICATION

Active, discussion, practical takeaways

THURSDAY 4TH

FRIDAY 5TH

MENTOR-LED WORKSHOPS

The best career advice you'll ever receive

LIONS Live's famous *What I've Learnt* series takes on a new twist, where you will not only get career learnings and secrets to success from some of the most-celebrated in our industry, but the opportunity to workshop with them and apply their lessons learnt into personal career advice for you.

THE LIONS TOOLKIT

The toolkit for creative success in 2021

A scheduled release of reports and guides to help you take the weeks learnings and apply it to your skillset. **PLUS, the new launch of the industry themes 2021. DOUBLE PLUS, the launch of the Young Lions Live Competition** and the opportunity for you to put your newly sharpened skills to use on a live brief.

More About LIONS Live

LIONS Live is a broadcast studio show and content on-demand platform

LIONS Live happened in June and October 2020. The theme for June was “Progress Through Creativity” with a simultaneous launch of the VOD platform. In October, the theme moved from “Inspiration” to “Application”. The programme supported the industry through a pragmatic week of incisive learning and doing, along with practical, constructive advice. Including insiders views into exceptional creativity from Grand Prix and Gold Lion-winning teams as they shared the ‘how’ and ‘why’ behind some of the most creative work in the world.

LIONS Live has had over 80K+ registrants and delivered terrific social reach, community growth and engagement. The social community grew 10k+, we saw almost 4m impressions. In the post-event survey, **9 out of 10 said that LIONS Live was a good or excellent experience.**

lionslive.canneslions.com



LIONS LIVE

[Watch Now](#) [On Demand](#) [Talent](#) [Intelligence](#) [Tour The Work](#)

Watch On Demand

Catch up on previously-aired content from LIONS Live and LYNX Live and get an insider's view of creative excellence.

Behind the Scenes: Case Studies

[View all >](#)

Unpick winning work from the Global Creativity Report - bringing together the idea, the brand and the execution. From the brief to Lion. Lift the lid on Grand Prix winning work from Berlin, Copenhagen, London, New York, Warsaw and more.

The Truth-telling Journey of Libresse
AMVBDDO

...d, sweat and tears: the truth-telling journey of Libresse. In this behind the scenes case study, the team from Essity and AMVB...

Bluesman
AKQA Sao Paulo

An Entertainment Lions for Music Grand Prix was awarded to 'Bluesman', a music video produced by AKQA for their client, Baco Exu D...

Everyday Climate Action

DO Black - The carbon limit credit card
Doconomy

RBK Communication Stockholm took home the Grand Prix in the Creative eCommerce Lions in 2019. They impressed the jury with their ...



What People Say About LIONS Live

“You democratised creativity. It was no longer the Cannes exclusive ad agency meetup, it became Lions, an inclusive discussion on creativity and culture. I hope this continues. Well done.” *(Agency, Creative/Design, Europe)*

“This was a sensational experience. The content was inspiring, it created such a sense of intimacy and community.” *(Agency, Planning/Strategy, North America)*

“Lions is an endless resource for creative brains & hearts! Every year I get inspired! It's like a "fresh splash" on my face of creativity. The opportunity to see the best ideas, from different cultures, creative geniuses, some good friends and bold brands. I recommend Lions as if it was a creative vitamin that nourishes me till next year edition.” *(Photographer, South America)*

“Wow. Just wow! I would have never had the opportunity to attend the Lions LIVE conference and was thoroughly **impressed with the speakers and quality of the digital event.** I **learned so much** and was thrilled to be able to attend! Note: I was emailing colleagues during the event telling them to log in live as well!” *(Not-for-profit / educational institution, North America)*

“The quality of content. Extremely **useful practical advices.** Thanks to **diverse sets** it was easy to stay "present" and focus for whole time.” *(Brand, Marketing/PR/Press, Europe)*

“Love the breadth of topics and experts enabling you to keep-up-to date in your own industry area and also challenging your thinking, plus exposure to experts/topics you wouldn't normally have in your busy day-to-day working life.” *(Marketing & PR, Europe)*

“The Keynote speaker topics were relevant, current and engaging for all....something to write home about. You don't always get that with a line up.” *(Production Company, Production, North America)*

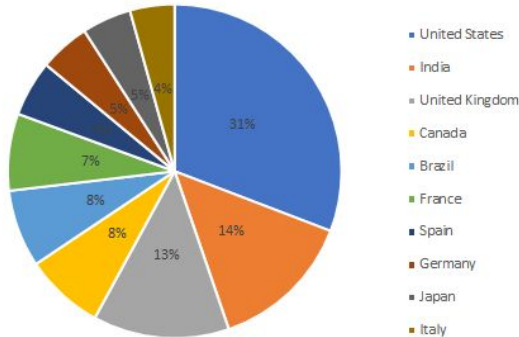
“Offered a combination of inspirational, educational and insightful sessions for marketers.” *(Brand, Marketing/PR/Press, North America)*



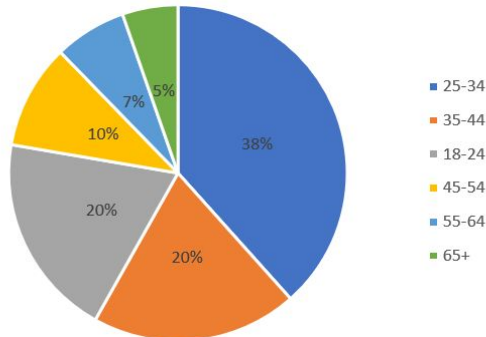
User Profile

LIONS Live October

Truly a global event.
Visitors come from **145 countries**. The majority of traffic came from India, the US and UK.

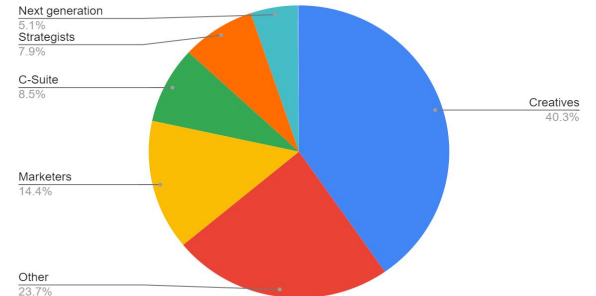


The majority of LIONS Live viewers are below the age of 44. The 25-34 age group forms 38% of viewership, followed by 35-44 and 18-24 equally.



Creatives are the biggest audience for LIONS Live, followed by Marketers and C-Suite.

Film Views by Job Function



LIONS Drives Progress Through Creativity

LIONS, The Home of Creativity serves as the destination for anyone who believes in the power of creative possibility, aims higher and looks forward.

With unparalleled access to insight and the community, LIONS provides those in the business of creativity with all they need for their journey to creative excellence, at whatever stage they are at and wherever they are: insight and inspiration, encouragement and connection, milestones and magic.

The third edition of LIONS Live gives those in search for the exceptional an opportunity to **get ahead on the journey to creative excellence**, learning **essential future skills** from the best creative minds globally to future proof their career. The curated digital experience will bring together award-winning creative and marketers who will share their unique perspective on what it takes to:

- Grow your personal brand and realise your potential
- Generate new ideas and get recognised for your creative work
- Drive innovation and excellence
- Attract new clients
- Shift cultures and mentalities

We look forward to welcoming you on the line up and being part of the ride!



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- LIONS LIVE: THE CREATOR'S TOOLKIT
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Get Involved

For further detail on a particular format or more information on how to participate in the programme, please contact natashaw@canneslions.com or a member of the LIONS Content Team.

You may also be interested in sponsorship opportunities in and around the live broadcast and VOD platform. Please contact: robh@canneslions.com

