

Cannes Lions announces Maurice Levy as Honorary Chairman of the Cannes Lions School

Publicis Groupe Chairman and CEO takes inaugural role

May 2, 2017 – The Cannes Lions International Festival of Creativity has invited Maurice Levy to become its first Honorary Chairman of the Cannes Lions School, the collective name of Festivals extensive onsite learning and development programmes.

Cannes Lions has been training the industry since 1995, evolving from a one-off Young Lions Competition, to today offering extensive and varied learning opportunities and competitions. Catering to multiple disciplines and career stages the programmes run exclusively during the Festival week each June. In his role as Honorary Chairman, Mr Levy will help the Festival focus on talent, developing their existing programme and exploring new opportunities at the Festival and throughout the year.

Commenting on his appointment Mr Levy said *“I am honored that the Festival asked me to take on the role of Honorary Chairman of the Cannes Lions School, an initiative that I believe is essential for supporting and promoting future generations of creative minds. We are in a people industry and must remain true to this by helping young talents to bloom, flourish and grow. At Publicis Groupe, we value the people behind the work we create above all else; our talents are our strongest assets. I am more excited than ever to see what the future generations of talented individuals will bring to the Festival and to the industry as a whole, and the Cannes Lions School is a great gateway to achieving a more creative future.”*

Steve Latham, Head of Talent & Training added *“Mr Levy will help raise the profile of our professional training at the Festival. Creativity is at the heart of all our training, whether that’s for students at the beginning of their career, the rising stars and next generation of industry leaders, or experienced senior marketers. We’re committed to inspiring our students and proving creativity can be a force for business, for change and for good. Working with an industry legend to help us ensure our training remains relevant is so exciting, I can’t wait to get started”*.

As part of his role, Mr Levy will address the Young Lions onsite on Friday June 23, just after his seminar in the Lumière theater at 11:00AM, to encourage them to take home and share their learnings and be the champion of creativity in their company. Mr Levy will also offer his counsel on how the Festival can keep providing meaningful training going forwards.

For more information on the Cannes Lions School and how you can get involved, please contact Steve Latham, Head of Talent & Training, at stevelatham@canneslions.com or see the website, www.canneslions.com.

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Cannes Lions Festival of Creativity

Cannes Lions runs for eight days from 17- 24 June, in Cannes, France. The main Festival venue is the world famous Palais des Festivals. A 'Complete' pass includes entry to all official Festival talks, Awards shows, networking and evening events across the eight days. Passes giving access only to the specialist events – Lions Health, Lions Innovation and Lions Entertainment - which take place right next door to the main Festival venue, are also available.

Lions Health 17-18 June

Lions Innovation 19-20 June

Lions Entertainment 21-22 June

For further details on all available passes and dates, see <https://www.canneslions.com/festival/passes> and to find out what' on, visit www.canneslions.com

NOTES TO EDITORS

This year, applications for press accreditation will close on 31 May 2017, due to an increase in requests to attend. Accreditation will not be open on site during the event, so please ensure you apply before the deadline so your application can be assessed.