

CANNES 2004



HOME

RSVP

EVENT INFO

EVENT CONTACT

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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

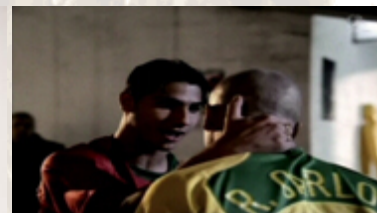
Sample 1: (Print)



Sample 2: (Print)



Sample 3: (Video)



Tuesday, Nov. 30th

8:00 a.m. - 8:30 a.m.
8:30 a.m. - 11:45 p.m.

Registration & Continental Breakfast
Cannes Immersion

- Overview
- Print & Copy Review

11:45 a.m. - 1:30 p.m.
1:45 p.m. - 4:00 p.m.

Lunch/ Brand-Agency Breakouts
"Miss Understood" presentation by Leo Burnett
Panel Discussion
End of Session