

HAVAS *Café*



HAVAS
GROWTH,
POWERED
BY DESIRE
2026



CANNES GUIDE 2026



TABLE OF CONTENTS

03 INTRODUCTION

12 PALAIS LOGISTICS
& AGENDA

06 REGISTRATION
& ACCESS

16 AWARD SHOWS

08 AGENDA

19 HOTELS & USEFUL
INFORMATION

10 SOCIAL MEDIA

22 KEY CONTACTS



INTRODUCTION



Chairman and CEO, Havas

Dear all,

I'm delighted to welcome you to this year's Havas Café at the Cannes Lions International Festival of Creativity. Over the coming days, Cannes will bring us together around the ideas, conversations, and creativity that shape our industry.

This year marks an important moment for Havas as we step forward with a renewed ambition for our clients: Growth, Powered by Desire. As the industry's boldest challenger, we believe our clients' sustainable growth comes from building brands people genuinely want, choose, and champion. Because desirable brands create desirable results.

Throughout the week, our programming at the Havas Café will bring this conviction to life, showcasing how we combine creativity, media, and innovation to help brands stand out in a world craving originality, and to guide our clients through constant change by cultivating preference, relevance, and impact.

As we reconnect in Cannes, we celebrate not only our clients, but also the teams behind the breakthrough work that push boundaries, challenge conventions, and continue to shape a more desirable future for our industry.

The Café is our home for the week and an ideal place to exchange ideas, build meaningful relationships, and reconnect with clients, colleagues, and peers from around the world.

I invite you to consult this document for details on the activations and content taking place both inside and outside the Café.

I look forward to seeing you in Cannes.

Yannick Bofforé



The Havas Café has been **a fixture on the Croisette** during the Cannes Lions International Festival of Creativity since 2006. Each year, the Café hosts **over 2,500 talents, clients, marketers, partners, press, and celebrities**, offering them a place to meet and take in thought-provoking discussions during the day and enjoy music and socializing in the evenings.

It was **created as a “home”** for people from Havas, our clients and partners, who travel to Cannes from all over the world to attend the festival; a place for everyone to come together, network, organize meetings, meet the press, and have fun. It also provides a comfortable space with free Wi-Fi to work from throughout the week.

Over the years, **many events and activations illustrating our creativity and showcasing the power of our Group** have taken place. The Havas Café has also hosted international celebrities such as American Oscar-winning actress Halle Berry, British popstar Ellie Goulding, as well as international jazz musician and DJ Jamie Cullum, actor and musician Jeff Goldblum, Nigerian singer and activist Yemi Alade, two-time Emmy award-winning violinist Damien Escobar, and NYC-based, soft rock band, Infinity Song.





REGISTRATION & ACCESS

WHEN?

Monday, June 22nd –
Friday, June 26th
Open every day at 9:00am.*

*11:00am on Monday, June 22nd

WHERE?

Mondrian Cannes
45 Boulevard
de la Croisette,
06400 Cannes, France

Drop by to connect with your colleagues and partners from all around the world, find a spot to work or network, take a break and enjoy some captivating content and entertainment!

Dress code is [smart casual](#).



Registration is necessary for access.

You can pre-register on the registration platform if you wish to attend the Havas Café. Please note that registering for the Havas Café does not guarantee access unless you receive a confirmation email.

Please email havascafeinfo@havas.com with requests.
For any logistics queries, please contact mayssa.ben-gadri@havas.com.



AGENDA

THE FULL AGENDA IS AVAILABLE ON THE HAVAS CAFÉ'S REGISTRATION PLATFORM.

THE FULL AGENDA, COMPLETE WITH DETAILED INFORMATION ABOUT SPEAKERS, MODERATORS, AND SESSION TOPICS, WILL BE AVAILABLE ON THE HAVAS CAFÉ'S REGISTRATION PLATFORM.

Throughout the week, the Havas Café will host a rich and dynamic program, bringing together a mix of talks, panels, client conversations, creative showcases and social moments. The café will also celebrate key highlights such as the 2026 World Cup and France being named Creative Country of the Year by the Cannes Lions .

The week will also feature signature Havas social events, including a VIP client cocktail on Monday and the traditional Havas Party on Thursday. Alongside this programming, discover our Converged.AI Corner, your go-to spot for all things tech and innovation, and explore a range of remarkable activations throughout the week.





SOCIAL MEDIA

FOLLOW HAVAS ON SOCIAL MEDIA!



Havas



@havas

JOIN THE CONVERSATION!

#HavasCafe

#HavasCannes

And be sure to follow our networks ([Havas Media Network](#), [Havas Creative Network](#) and [Havas Health Network](#)) for more highlights live from the festival.

The official LinkedIn handle and hashtag for the festival are **@Cannes Lions International Festival of Creativity** and **#CannesLions2026**, respectively.

EXPLORE THE CANNES SUPERSTREAM!

All of our Cannes content will be featured on a dedicated microsite. Stay tuned for in-depth coverage, exclusive interviews, thought-provoking panels, and so much more. Link coming soon!

Please remember, the Cannes Lions logo can be used solely when announcing awards.

LIFE AT HAVAS CAFÉ.

The Life at Havas team will be on the ground reporting from Cannes throughout the week. Don't miss the daily newsletter for a glimpse of the café, its activations, and conversations with Havas talents.



PALAIS LOGISTICS & AGENDA



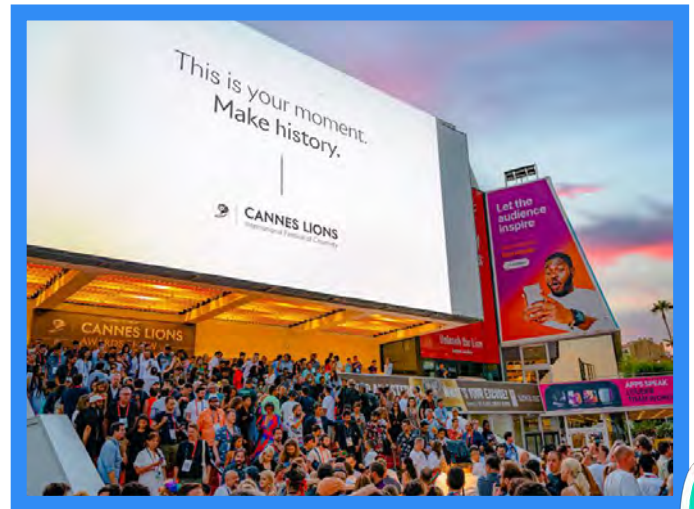
If you have registered for a badge, the Cannes Registration Team will send you a confirmation email with the following details:

- Your unique delegate barcode (You will need to show this, on your phone, tablet or printed out, to get through the security checkpoint outside Gare Maritime)
- All the information you need on how to collect your badge upon arrival in Cannes.

Lookout for this important information!

THE PALAIS' ADDRESS

Palais des Festivals
1 Boulevard de la Croisette
06400 Cannes, France
+33 (0)492 99 84 22
www.palaisdesfestivals.com



WHERE TO PICK UP YOUR BADGE

Registration is located in the Gare Maritime, Boulevard de la Croisette, Esplanade Pantiero - which is located behind the Palais des Festivals, next to the Harbor. Delegates can collect their badge from the Registration area, during the following times:

Monday, June 22nd, 8:00am-8:00pm
Tuesday, June 23rd, 8:00am- 8:00pm
Wednesday, June 24th, 9:00am- 7:00pm
Thursday, June 25th, 9:00am- 7:00pm
Friday, June 26th, 9:00am- 7:00pm

Bring your photo ID and your confirmation or barcode email. If someone else is collecting your badge for you, they need to show the badge collection barcode email or an email from you giving them permission to collect the badge.

Feel free to explore the Cannes Lions Delegate Guide that they will be actively updating.

Always carry your badge with you: it is your key for the week!

EXPLORE THE HEART OF CANNES LIONS AT THE PALAIS DES FESTIVALS!

From advertising and marketing to technology and beyond, uncover opportunities to learn, connect, and be inspired by some of the brightest minds in the industry!

The Palais is accessible only to accredited individuals, but it will be open to the public Wednesday, June 24th, from 2:00pm to 4:00pm!

The Palais' agenda is available on the [Cannes Lions official website](#). Discover the full agenda and plan your Cannes Lions experience!



AWARD SHOWS

MONDAY, JUNE 22

7:00pm to 9:00pm
Lumiere Theatre, Palais I

Pharma Lions, Health & Wellness Lions, Print & Publishing Lions, Outdoor Lions, Creative B2B Lions, Creative Brand Lions, and Audio & Radio Lions.



TUESDAY, JUNE 23

7:00pm to 9:00pm
Lumiere Theatre, Palais I

Industry Craft Lions, Digital Craft Lions, Film Craft Lions, Design Lions, Entertainment Lions, Entertainment Lions for Gaming, Entertainment Lions for Music, and Entertainment Lions for Sport.



WEDNESDAY, JUNE 24

7:00pm to 9:00pm
Lumiere Theatre, Palais I

Social & Creator Lions, Direct Lions, Creative Data Lions, Media Lions and PR Lions.



THURSDAY, JUNE 25

7:00pm to 9:00pm
Lumiere Theatre, Palais I

Brand Experience & Activation Lions, Creative Business Transformation Lions, Creative Commerce Lions, Creative Effectiveness Lions, Creative Strategy Lions, Innovation Lions, and Luxury Lions.



FRIDAY, JUNE 26

7:00pm to 9:00pm
Lumiere Theatre, Palais I

Film Lions, The Dan Wieden Titanium Lions, Sustainable Development Goals Lions and Glass: The Lion for Change.

*This year, 130 campaigns from Havas' agencies were submitted.
We are incredibly proud to see the group so well represented.
We wish them all the best of luck!*

CREATIVE EFFECTIVENESS JURY PRESIDENT



Bertille Toledano
President,
BETC Paris

PR JURY PRESIDENT



Dana Tahir
Chief Executive Officer,
Havas Red Middle East

CREATIVE DATA



Mary Anne He
Head of Data Analytics &
Insights,
Havas Media Middle East

CREATIVE STRATEGY



Alejandro Fischer
Chief Strategy Officer,
Havas Middle East

DIGITAL CRAFT



Stephanie Mazingi
Managing Director: Creative,
Havas South Africa

ENTERTAINMENT



Prachi Narayan
Managing Partner,
Havas Play India

FILM



Ben Sun Erh
CCO & CEO;
Havas Creative China

FILM CRAFT



Melissa Tifre
Chief Production Officer,
Havas New York

HEALTH & WELLNESS



Donevan Chew
Chief Creative Officer,
Havas Malaysia

INNOVATION



Emma Lax
Global Head of Intelligence
and Innovation,
Havas Creative Network

OUTDOOR



Stéphane Gaubert
VP - Chief Creative Officer,
Havas Paris

MEDIA



Fabrice Plazolles
Chief Creative Officer &
Managing Director,
Havas Play France

LUXURY & LIFESTYLE



Florent Imbert
Co-Founder & CCO,
Maison BETC

PHARMA



Alex Okada
Chief Creative Officer,
Havas Lynx UK





HOTELS & USEFUL INFORMATION

CANNES LIONS

Palais des Festivals
1, Boulevard de la Croisette
06400 Cannes, France

HAVAS CAFÉ

Mondrian Cannes
45, Boulevard de la Croisette
06400 Cannes, France

JW MARRIOTT HOTEL

50, Boulevard de la Croisette

CARLTON CANNES

58, Boulevard de la Croisette

HÔTEL MARTINEZ

73, Boulevard de la Croisette

HÔTEL BARRIÈRE LE GRAY D'ALBION

38, Rue des Serbes

MAJESTIC BARRIÈRE

10, Boulevard de la Croisette



TRANSPORTATION

In Cannes:

TAXI COTE D'AZUR

29 Boulevard de la Ferrage
+33 (0)4 93 99 27 27
contact@taxiscotedazur.com
www.taxiscotedazur.com

In Nice:

CENTRAL TAXI RIVIERA

14 Avenue Mirabeau,
Les Jardin de France
+33 (0)4 93 13 78 78
www.taxis-nice.fr

HEALTH AND WELLNESS

Pharmacie Anglo-Française

94 Rue d'Antibes
+33 (0)4 93 38 53 79
8:30am - 8pm Monday to Saturday

GROCERIES

Monoprix

9 Rue du Maréchal Foch
8am - 8:30pm Monday to Saturday
9am - 7:40pm Sunday





KEY CONTACTS

PRESS RELATIONS

charlotte.rambaud@havas.com

kristin.calmes@havas.com

ludivine.bernazzani@havas.com



REGISTRATION

havascafeinfo@havas.com

LOGISTICS AND CLIENT INQUIRIES

alexia.chamoin@havas.com

mayssa.ben-gadri@havas.com

EDITORIAL AND SOCIAL MEDIA

emma.guerinet@havas.com

HAVAS MEDIA NETWORK INQUIRIES

courtney.cherry@havasmn.com

victoria.steward@havasmn.com

HAVAS CREATIVE NETWORK INQUIRIES AND HAVAS HEALTH NETWORK INQUIRIES

harriet.flory@havas.com

For any other questions, please email havascafeinfo@havas.com