



AGENDA

HAVAS AT CANNES
LIONS 2026



MONDAY JUNE 22

At the Havas Café
45 Bd de la Croisette, 06400, Cannes, France

11AM **The Havas Café opens its doors!**

2:30-3:30PM **Humanizing AI to Power Insights, Creativity and Desire with Vurvey Labs**

3:30-4:30PM **Roger Hatchuel Student Academy event**
By invitation only

5:00-5:45PM **The Currency of Trust: Why Credibility Is Today's Most Desirable Asset** featuring Malcolm Gladwell, British-Canadian journalist and author, in collaboration with iHeart

7:00PM **VIP COCKTAIL**
By invitation only

11:00PM **Football World Cup screening (France vs. Iraq)**





MONDAY JUNE 22

Outside the Havas Café

**11:30AM-
12:30PM**

Transforming Curriculum for a Changing Future & Preparing Young Talent for an Evolving Industry

Project Management Institute Croisette Cabana
Palais des Festival – Cabana Row. Enter through Security Checkpoint 3

**12:00-
1:30PM**

What CMOs Should Actually Demand in the AI Era

Google Penthouse
Five Seas Hotel Cannes, 1 Rue Notre Dame, 06400 Cannes, France

**4:00-
4:30PM**

Your Official Creative Kickoff: The Ideas Defining Cannes 2026

Brand Innovators Beach Stage
Rado Plage Beach (Boulevard de la Croisette - Between Hotel Carlton and Hotel Martinez)

**7:00-
9:00PM**

Cannes Lions Awards Shows

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

Lumiere Theatre, Palais I



TUESDAY

JUNE 23

At the Havas Café
45 Bd de la Croisette, 06400, Cannes, France

**9:00-
10:15AM**

Breakfast & press briefing (presentation at 9:30am sharp)

By invitation only

**11:30AM-
12:15PM**

Can AI Shape Desire Without Breaking the Narrative? The Future of PR & Authentic Voice
in partnership with Provoke Media

**3:00-
3:45PM**

**Desire-driven Shopping:
From Discovery To Decision** with Meta

**5:00-
7:00PM**

**French Moment, celebrating France as
Creative Country of the Year**

By invitation only, event hosted in French



TUESDAY JUNE 23

Outside the Havas Café

**11:30AM-
12:00PM**

Beyond Measurement: The New Shape of Marketing Impact

Female Quotient Beach
Hotel Martinez Beach Front, 73 Bd de la Croisette
06400 Cannes

**11:30AM-
12:30PM**

The Modern Learner: Staying Nimble in an Ever-Changing Environment

Project Management Institute Croisette Cabana
Palais des Festival – Cabana Row. *Enter through Security Checkpoint 3.*

**12:30-
2:00PM**

Senior Brand Leaders Roundtable & Lunch

La Mome, 6 Rue Florian, 06400 Cannes, France
*Invite only**

**1:00-
1:30PM**

“The Invisible Work of Leadership: Power, Pressure & Staying Human”

Brand Innovators Armani Caffè
Armani Caffè (42 Bd de la Croisette)

**7:00-
9:00PM**

Cannes Lions Awards Shows

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

Lumiere Theatre, Palais I



WEDNESDAY JUNE 24

At the Havas Café
45 Bd de la Croisette, 06400, Cannes, France

**9:30-
10:30AM** **Breakfast**

**1:30-
2:30PM** **Young Lions Student Event**
By invitation only

**3:00-
6:00PM** **The CMO Podcast LIVE at the Havas Café, with
Jim Stengel, former Global Chief Marketing Officer
of Procter & Gamble, followed by networking
drinks**
By invitation only





WEDNESDAY JUNE 24

Outside the Havas Café

**8:30-
10:15AM**

EACA Breakfast in Cannes: Effectiveness at Scale

Little Black Book Beach
68 Boulevard de la Croisette, 06400 Cannes, France

**10:00-
11:00AM**

Why Desire Is a Growth Advantage Brands Can't Ignore - Pick Me, Love Me, Buy Me: The Science of Brand Desire

Adweek House
Hotel Barrière Le Majestic Cannes
10 Bd de la Croisette

**12:00-
3:30PM**

Eden ROC CMO Lunch

The Grill, Hôtel du Cap-Eden-Roc, Boulevard JF Kennedy
06600 Antibes – By invitation only

**1:15-
1:45PM**

Seizing the Moment in Sports: How Brands Can Win the Game – Outside of the Game

Brands & Culture Villa
13 Avenue de Benefiat

**2:00-
3:30PM**

Super Aging and the Future of Wellness

Axios House Yacht
Port de Cannes, Jetee Albert Eduoard

**4:00-
5:45PM**

Akkio Pour Les Filles Happy Hour & Fireside Chat

Akkio Salon

**7:00-
9:00PM**

Cannes Lions Awards Show

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

Lumiere Theatre, Palais I





THURSDAY JUNE 25

At the Havas Café
45 Bd de la Croisette, 06400, Cannes, France

**9:00-
10:00AM**

Superaging Breakfast: The Desire for a Longer Life (and a Little More Life in Cannes)

**11:00-
11:45AM**

Presentation of the Prosumer Report: Alpha Rise: Masculinity In Crisis, introduced by Mercedes Erra, Founder and President of the Supervisory Board, BETC

**3:00-
3:45PM**

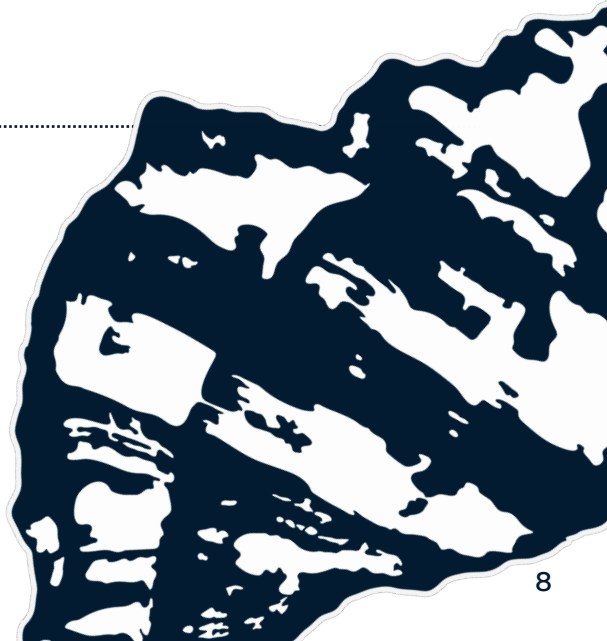
Social Was Media. Now It's Culture. with Steven Bertoni, Forbes journalist, alongside a Paris Creator Week co-founder

8:30PM

Havas Family Dinner
By invitation only

**10:00PM-
2:00AM**

KCPK Havas Party





THURSDAY JUNE 25

Outside the Havas Café

**3:30-
4:00PM**

Calling the Shots: The Women Leading the Future of Production

Little Black Book Beach
68 Boulevard de la Croisette, 06400 Cannes, France

**7:00-
9:00PM**

Cannes Lions Awards Show

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

Lumiere Theatre, Palais I





FRIDAY JUNE 26

At the Havas Café
45 Bd de la Croisette, 06400, Cannes, France

9:00AM Breakfast

3:00PM The Havas Café closes its doors!





FRIDAY JUNE 26

Outside the Havas Café

9:30AM **France, Creative Country of the Year -
French Delegation Red Carpet Photo
Moment**

Palais des Festivals – Accreditation needed

**7:00-
9:00PM** **Cannes Lions Awards Show**

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

Lumiere Theatre, Palais I

