



AGENDA

HAVAS *Café*



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



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



WHERE?

Project Management Institute

Croisette Cabana, Palais des Festival — Cabana Row

Enter through Security Checkpoint 3

WHEN?

Monday, June 22nd

11:30 AM – 12:30 PM

SPEAKERS



Shazzia Khan

*Global Chief Marketing Officer
Havas Health Network*



Christine Guilfoyle

*EVP, SeeHer Memberships & Partnerships
ANA*



Raja Rajamannar

*Former CEO
Mastercard*



Jessica Collins *(Moderator)*

*Director of Curriculum & Instruction
VCU Brandcenter*

HAVAS CONTACT

Shazzia Khan

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RSVP HERE

OVERVIEW



The mindset of 'that's how I learned it' or 'that's how it's always been done' no longer fits for today's learning. Discuss how faculty can and should rethink curriculum design to meet the evolving needs and expectations of today's students while preparing them for a rapidly changing workforce.

FOCUS:

- Discuss what drives student motivation
- Give examples of how to promote skill development and resilience in curriculum design
- Indicate techniques to integrate experiential, inclusive learning experiences that prepare students for real work challenges



What CMOs Should Actually Demand in the AI Era

WHERE?

Google Space @ Five Seas
1 Rue Notre Dame, 06400 Cannes, France

WHEN?

Monday, June 22nd
12:00 – 1:30 PM

SPEAKERS



Renata Spackova
Horizon Global, Chief Operating Officer



Dave Kersey
SharkNinja, Global Head of Media



Bob Lord
Horizon Global, CEO



Amy Copeland
Google, Global & US HoldCo Director

HAVAS CONTACT

Courtney Cherry

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Jules Mahon

jules.mahon@havas.com

INVITE ONLY

OVERVIEW



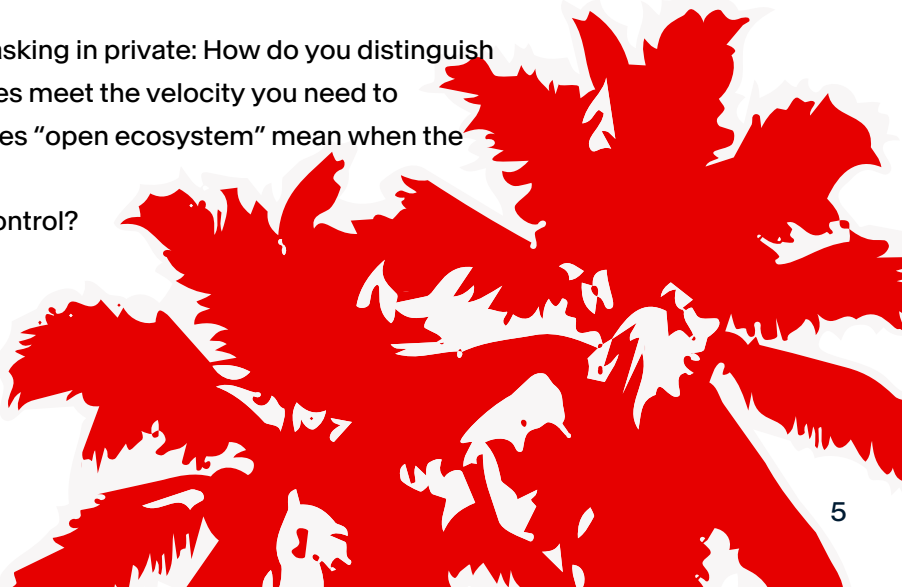
Every holding company has an AI powered platform.

Every agency pitch promises 'end-to-end intelligence.'

So why do so many CMOs feel more confused, locked in, less informed, and further from their data than ever before?

Our panelists answer the questions CMOs are asking in private: How do you distinguish one platform offering over the other? Which ones meet the velocity you need to compete? Who really owns your data? What does "open ecosystem" mean when the contract says otherwise?

And when AI is everywhere, who's actually in control?



HUMANIZING AI TO POWER INSIGHTS, CREATIVITY, AND DESIRE

HAVAS x VURVEY LABS

WHERE?

Havas Café,
45 Boulevard de la Croisette
*Make sure to be registered to the Havas Café
to access this panel*

WHEN?

Monday, June 22nd
2:30-3:30pm

SPEAKERS



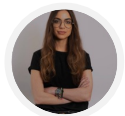
Moderated by **Dennis Urbaniak**
Global CX Client Director, Havas Health Network



Chad Reynolds
CEO, Vurvey Labs



Justine Feron
CSO, Havas New York



Lea Karam
Founder & CEO, Mindscope

OVERVIEW



As AI reshapes how brands generate insights and creativity, the real opportunity lies in making work that's deeply human. In this session, leaders from Havas, Vurvey Labs, and Mindscope explore the thinking behind Portraits of Desire, revealing how emotion, instinct, and data can work together to unlock more meaningful brand connections.

Based on proprietary research led by Havas and real-world application, the discussion will examine how human curiosity, motivation, and desire can be amplified—not replaced—by intelligent systems; why the most powerful ideas happen when human perspective and machine intelligence operate in sync; and how brands can design for that intersection to better understand, connect with, and move people.

Your Official Creative Kickoff: The Ideas Defining Cannes 2026

WHERE?

Brand Innovators Beach Stage

Rado Plage Beach — Boulevard de la Croisette

(Between Hotel Carlton and Hotel Martinez)

WHEN?

Monday, June 22nd

4:00 – 4:30 PM

SPEAKERS



Joe DeMiero

Chief Client and Business Officer
Havas Creative Network



Rema Vasan

Former Head of North America
Business Marketing
TikTok



HAVAS CONTACT

Kristina Lee

kristina.lee@havas.com

REGISTER HERE

OVERVIEW



Cannes is and has always been the global standard of creativity. It's not about what worked - it's about what will define what's next. Kicking off Cannes, 2026, Joe DeMiero and leading CMOs share and debate the TOP 5 ideas shaping this year's festival—spotlighting the creativity, craft, and human insight driving what stands out now + tomorrow.



The Currency Of Trust: Why Credibility Is Today's Most Desirable Asset

WHERE?

Havas Café,
45 Boulevard de la Croisette
*Make sure to be registered to the Havas Café
to access this panel*

WHEN?

Monday, June 22nd
5:00-5:45pm

SPEAKERS



Malcolm Gladwell

Bestselling author & Podcaster



Bennett Richardson

Chief Marketing and Communications Officer,
National Association of REALTORS®

OVERVIEW



Trust has become one of the defining conversations shaping business, culture, media, and human connection today. At a moment when institutions, brands, and communities are all being challenged to earn credibility in new ways, iHeart and Havas are bringing together two compelling voices for a timely and culturally resonant fireside discussion on the future of trust.





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

Can AI Shape Desire Without Breaking The Narrative?

The Future Of Pr & Authentic Voice

WHERE?

Havas Café,
45 Boulevard de la Croisette
*Make sure to be registered to the Havas Café
to access this panel*

WHEN?

Tuesday, June 23rd
11:30am-12:20pm

SPEAKERS



Moderated by **Maja Pawinska Sims**
Editorial Director, PProvoke Media



Amy Bonitatibus
Chief Corporate Affairs Officer, PayPal



John Box
CEO, Meltwater



Dara Busch
CEO, Havas PR North America



Oliver Walker-Jones
Head of Marketing, Communications & Branding, Joby



James Wright
Global Chair, Havas PR Network, and Global CEO,
Havas Red

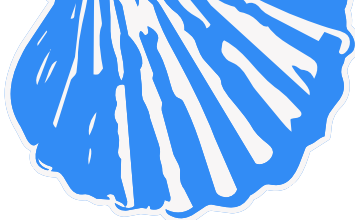
OVERVIEW



As AI accelerates content creation, brands face a deeper challenge: not just being seen but being chosen. In a world of infinite output, building desire matters more than capturing attention.

Grounded in Havas' Science of Desire, this panel explores how brands can use AI to amplify creativity without losing authenticity or voice. As technology scales production, human insight, storytelling, and emotional connection become even more essential to building affinity, trust, and lasting loyalty.





Beyond Measurement: The New Stage of Marketing Impact

WHERE?

Female Quotient Beach

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

WHEN?

Tuesday, June 23rd

11:30 AM – 12:00 PM

SPEAKERS



Jamie Seltzer

Global Chief Data & Technology Officer, Executive Vice President,
CSA & Analytics, Havas Media Network



Shannon Shae Montoya,

Vice President, Global Head of B2B Marketing
Sponsorships, & Events, Yahoo Inc.



Selin Song

President, Google Customer Solutions
Google



Shana Stephenson,

Chief Brand Officer
New York Liberty

HAVAS CONTACT

Courtney Cherry

courtney.cherry@havas.com

Jules Mahon

jules.mahon@havas.com

[REGISTER HERE](#)



OVERVIEW



As audiences become harder to captivate and culture evolves in real time, marketing leaders are shifting their focus from traditional markers of success to something deeper: resonance. This conversation explores how brands are building meaningful connection, staying culturally relevant, and shaping ideas that inspire alignment both inside organizations and for the everyday customer.



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

WHERE?

Project Management Institute

Croisette Cabana, Palais des Festival — Cabana Row

Enter through Security Checkpoint 3

WHEN?

Tuesday, June 23rd

11:30 AM – 12:30 PM

SPEAKERS



Shazzia Khan

*Global Chief Marketing Officer
Havas Health Network*



Joe Maglio

*Chief Executive Officer
McKinney*



Vann Graves

*Executive Director
VCU Brandcenter*



Dionna Dorsey (Moderator)

*Co-founder & CEO
The Creative Ladder*

HAVAS CONTACT

Shazzia Khan

shazzia.khan@havas.com

RSVP HERE

OVERVIEW



Today's junior talent often come with different levels of preparedness and expectations. Good or bad, faculty and employers are tasked with leveling the playing field to prepare them for success. Rather than framing these points as challenges, assess these realities and how faculty and employers can rethink today's journey. Explore motivations and long-term skill development that prepares junior talent to become emerging thought leaders.

AI, Trust & The Future of Brand Building

Private Roundtable & Executive Lunch

WHERE?

La Mome

6 Rue Florian, 06400 Cannes, France

WHEN?

Tuesday, June 23rd

11:30 AM – 2:30 PM

SPEAKERS



Tracey Barber

Global Chief Transformation & Growth Officer
Havas Creative Network



Tina Fegent

Co-founder
Marketing Procurement Mastery (MPM)

HAVAS CONTACT

Email Tracey Barber

to request an invite

tracey.barber@havas.com

INVITE ONLY

OVERVIEW



As AI reshapes marketing decision-making, the question facing leaders is no longer what AI can do, but how we maintain trust, accountability and creativity as it does it.

Hosted by Tracey Barber and Tina Fegent, this intimate roundtable brings together a select group of senior brand leaders for an honest discussion around the tensions shaping modern marketing.

THE CONVERSATION WILL EXPLORE

- Who owns accountability in an AI-driven world?
- How brands balance short-term pressure with long-term growth
- Protecting creativity in increasingly efficiency-focused organisations
- No presentations. No sales pitches. Just meaningful discussion amongst peers.

Rethinking the Modern B2B Brief

Private Roundtable & Executive Lunch

WHERE?

La Mome

6 Rue Florian, 06400 Cannes, France

WHEN?

Tuesday, June 23rd

12:00 PM – 2:00 PM

SPEAKERS



Andrea Sexton
CEO
Ledger Bennett

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Email Jules Mahon

to request an invite

Jules.mahon@havas.com

INVITE ONLY

OVERVIEW



B2B marketers are evolving — so why aren't our briefs?

Join StackAdapt and Havas on June 23rd at La Môme, Cannes as we unpack new RFP research conducted with NewtonX. One early insight says it all: while only ~27% of briefs mention AI, 0% define how success should actually be measured.

Over three courses, we'll explore one big question: are today's briefs designed for how marketing really works now?

THE CONVERSATION WILL EXPLORE

- What modern marketers actually need from agency and media partners
- Where current RFPs are falling short
- How AI is reshaping expectations, workflows, and measurement
- What better briefs could look like moving forward

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

WHERE?

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

WHEN?

Tuesday, June 23rd
1:00 PM – 1:30 PM

SPEAKERS



Sarah Collinson
CEO
Havas New York



Steph Bleymaier
VP, Customer, Growth Marketing
& Media
Foot Locker



Kameryn Stanhouse
VP, Global Sports &
Entertainment Partnerships
IBM

HAVAS CONTACT

Kristina Lee
kristina.lee@havas.com

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OVERVIEW



A candid, behind-the-scenes look at what leadership demands in this time of unprecedented transformation. As expectations on senior leaders continue to rise, this conversation explores the parts of leadership no one sees: the emotional labor, constant high-stakes decision pressure, and maintaining authenticity in constantly shifting environments. This panel brings together top female leaders to share how they create impact and stay human while leading at the highest levels.



Desire-driven Shopping: From Discovery To Decision

WHERE?

Havas Café,
45 Boulevard de la Croisette
*Make sure to be registered to the Havas Café
to access this panel*

WHEN?

Tuesday, June 23rd
3:00-3:45pm

SPEAKERS



Moderated by **Molly Hop**
Managing Partner, Havas Market



Alex Bucher
Director of Product Management, Business A, Meta



Toranj Mehta
Country Head- Natural Diamond, De Beers

OVERVIEW



Today's purchase decisions are shaped long before a consumer reaches the point of sale. They are influenced by a complex mix of cultural signals, creator narratives, platform experiences, and intelligent systems that guide what people notice, care about, and trust along the way. Within that complexity, desire is the connective force that turns exposure into preference and preference into action.

This conversation explores how modern shopping journeys are being shaped by a new set of signals - psychological, social, and algorithmic - and how these forces work together to influence consumer behavior from first spark to point of sale. The panel unpacks the full chain of influence: what makes someone care about a brand, stay loyal to it over time, and choose it in moments that matter.

Bringing together perspectives from platforms, brands, and creators, the discussion looks at how media, content, and technology intersect to create meaning, relevance, and confidence at scale and what that means for how brands design experiences that seamlessly connect inspiration to commerce.

French Moment: Celebrating France, Creative Country Of The Year

Event hosted in French

WHERE?

Havas Café,
45 Boulevard de la Croisette
*Make sure to be registered to the Havas Café
to access this panel*

WHEN?

Tuesday, June 23rd
5:00-7:00pm

SPEAKERS



Yannick Bolloré
Chairman & CEO, Havas



Mercedes Erra
Founder & Chairwoman of the Supervisory Board,
BETC and President of the Association for Actions of the
Communication Industry



Raphaël de Andreis
CEO France & Western Europe, Havas



Stéphane Xiberras
President and Chief Creative Officer, BETC and President
of the Global Creative Council, Havas

Performance of Malik Djoudi & Gaspar

HAVAS CONTACT

Mayssa Ben Gadri
to request an invite
Mayssa.ben-gadri@havas.com



OVERVIEW



INVITE ONLY

This year, France has been named Creative Country of the Year! To mark the occasion, the Havas Café will become the French Café, a space dedicated to bringing together the brilliant minds shaping the French creative economy.

We're delighted to welcome Mercedes Erra, Raphaël de Andreis and Stéphane Xiberras. To revisit some of the most standout, iconic French campaigns that have left a lasting mark on our Group's history.



WEDNESDAY JUNE 24

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

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

**1:30-
2:30PM** **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



EACA Breakfast Effectiveness at Scale

WHERE?

Little Black Book Beach

65 Boulevard de la Croisette, 06400
Cannes, France

WHEN?

Wednesday, June 24th

8:30-10:15 AM

SPEAKERS



Christian de la Villehuchet

*Havas | Global Chief Integration Officer
- Global Chief Client Officer
President of the European Association
of Communication Agencies*

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With:

Myralda Derks, Chief Customer & Business Intelligence Officer at
L'Oréal

Begonia Fafian, Global VP at The Coca-Cola Company

Jane Ostler, EVP, Global Solutions Marketing and Thought
Leadership at Kantar

Charley Stoney, CEO, EACA (Moderator)

OVERVIEW



Join our Breakfast in Cannes in partnership with Kantar on 24th June 2026 from 8.30 to 10.15 am CET at Little Black Book & Friends Beach.

Start your morning with us on the beach as we hear from Kantar on Generative AI and dive into how purposeful advertising is shaping EACA's agenda for 2026.

8.30 – 9 AM – Breakfast

9.00 – 9.45 AM – Welcome & intro by Christian de La Villehuchet

Kantar presentation: "Don't Lose the Magic: How to Harness Effectiveness at Scale", by Jane Ostler, EVP, Global Solutions Marketing and Thought Leadership at Kantar

9.45 – 10.15 AM – Purpose at Scale: Effective Advertising Across Europe

Pick Me, Love Me, Buy Me: The Science of Brand Desire

Group Chat with Adweek



SPEAKERS



Joanna Lawrence
Global Chief Strategy Officer
Havas Media Network



Mark Sinnock
Global Chief Strategy Officer
Havas Creative



Marcos Lacerda
VP Brand Communications
TIM



Maggie Czarnogorski
Head of Digital Innovation and
Implementation Science
VIIV Healthcare



Mirko Mueller-Goolsbey
Director, Brand Marketing
SAS



Tyler Denk
Co-Founder and CEO
beehiv



Nicole Meier
Global Director of Marketing
Pantone



Alison Weissbrot (Moderator)
Executive Editor
ADWEEK

WHERE?

Adweek House

Hotel Barrière Le Majestic Cannes
10 Bd de la Croisette,
06400 Cannes, France

WHEN?

Wednesday, June 24th

10:15 AM – 11:00 AM

HAVAS CONTACTS

Courtney Cherry

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Jules Mahon

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Harriet Flory

harriet.flory@havas.com

OVERVIEW



REGISTER HERE

Brands have Never had more data, more tools, or more ways to reach people. Yet many still struggle to become truly wanted. Growth today is no longer driven by visibility alone — it's driven by desire. The brands outperforming their categories are the ones people actively choose, trust, talk about, and return to, creating stronger loyalty, pricing power, and long-term relevance.

Join brand leaders for a conversation on why desire is emerging as one of the most powerful competitive advantages in modern marketing, turning brands from interchangeable to indispensable through attraction, affinity, and emotional connection. As AI makes discovery and targeting increasingly accessible to everyone, we'll explore what it takes to build brands people don't just recognize but genuinely crave and choose again and again.

HAVAS

WEDNESDAY | JUNE 24

The Havas CMO Leadership Lunch: An Exclusive Gathering at Hôtel du Cap-Eden-Roc



GUESTS INCLUDE
BRAND LEADERS
FROM



WHERE?

The Grill

Hôtel du Cap-Eden-Roc
Boulevard JF Kennedy
06600 Antibes

***Boat transfer departs from Cannes harbour.
Full logistics will be shared directly with
confirmed guests.***

WHEN?

Wednesday, June 24th

12:00 PM – 3:30 PM

HAVAS CONTACT

Tracey Barber

tracey.barber@havas.com

OVERVIEW



INVITE ONLY

Away from the noise of the Croisette, a select group of senior marketing leaders will come together for one of Havas' most exclusive gatherings of the week.

Hosted at the iconic Hôtel du Cap-Eden-Roc, this private lunch is designed for candid conversations between peers navigating the biggest challenges facing modern marketing: AI accountability, long-term brand growth, organisational transformation and the future of creativity.

An opportunity to connect, exchange perspectives and build relationships with some of the industry's most influential decision makers.



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



SPEAKERS



Oyin Akiniyi
Global Brand Director
Chivas Brothers



Malgorzata Lubelska
Category & Global Brands CMO
Asahi Europe & International



Jess Vultaggio
VP, Creative Capabilities & Innovation
Kraft Heinz



Pablo Dopico
Director of Growth
Sportradar



Ryan Aspell (Moderator)
VP of Brand Strategy
Morning Brew

WHERE?

B&C Villa
13 Avenue de Benefiat

WHEN?

Wednesday, June 24th
1:15 PM – 1:45 PM

HAVAS CONTACT

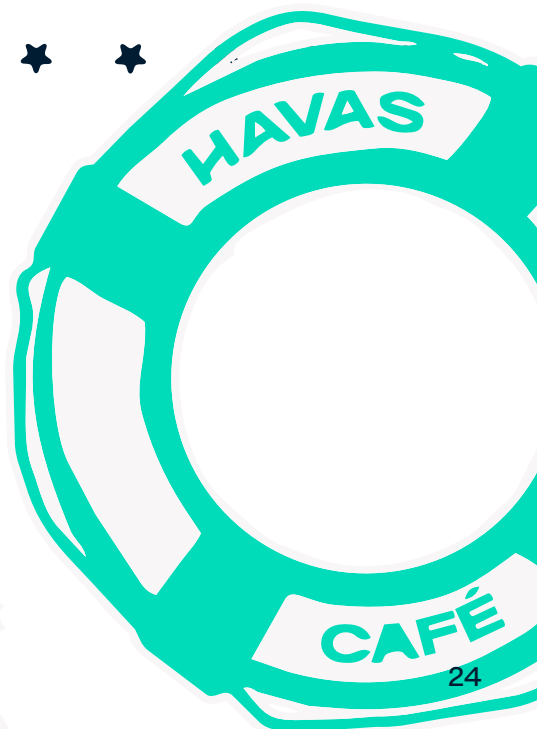
Kristina Lee
kristina.lee@havas.com

REGISTER HERE

OVERVIEW



Fans pour their heart and soul into the game, with excitement peaking when their heroes score, win, or succeed. The question is: how can brands turn peak moments into maximum marketing effectiveness – and lead the cultural discourse on and offline? In this session, you'll hear from those close to the action and emotional barometers of fans and learn how to turn split-second inflection points into long-term positive conversations that pay off.



Super Aging and Future of Wellness At Axios House



WHERE?

Axios Yacht
Port de Cannes,
Jetée Albert Edouard

WHEN?

Wednesday, June 24th
2:00 PM – 3:30 PM

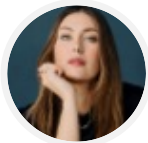
SPEAKERS



Eric Weisberg
Global Chief Creative Officer
Havas Health Network



Kristin Burkhalter
Executive Vice President, Axios Live
Axios



Maria Sharapova
Tennis Champion and Entrepreneur

HAVAS CONTACT

Casey Madsen
casey.madsen@havas.com



**REGISTER
HERE**

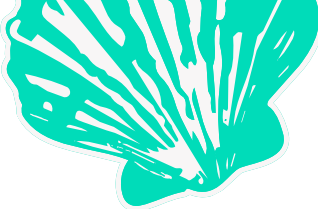
& MORE TO BE ANNOUNCED!

OVERVIEW



Longevity is moving from the lab to the mainstream, emerging as a powerful force reshaping healthcare, consumer behavior, work and culture. Advances in AI-driven health and personalized care are accelerating the rise of the longevity economy, empowering consumers to embrace aging with a focus on wellness and healthier living.

Join Havas at Axios House at Cannes for a conversation on the rise of longevity and what it means for business and society. We'll explore how innovation is changing the way people think about aging and wellness, and the growing debate over access, affordability and ethics in the future of longer lives.



HAVAS X THE CMO PODCAST With Jim Stengel RECORDING LIVE AT CANNES

WHERE?

Havas Café,
45 Boulevard de la Croisette
*Make sure to be registered to the
Havas Café to access this panel*

WHEN?

Wednesday, June 24th
3:00-6:00pm

SPEAKERS

**Meghan Johnson**

VP Global Commercial Transformation & Excellence
Mondelez International

**Benoit Vatore**

Chief Media Officer
Liquid Death

**Yvonne Bryant**

Hemoglobinopathies
Commercialization Head
Novo Nordisk

**Ryan Dullea**

Chief Growth & Marketing Officer
Reckitt

**Oliver Walker-Jones**

Head of Marketing,
Communications, & Brand
Joby Aviation

**Samantha Avivi**

Global Chief Marketing Officer
Bayer

**Jennie Weber**

Chief Marketing & Design Officer
Best Buy

**Emmanuel Orssaud**

Chief Marketing Officer
Duolingo

**Lauren Gellman Farrington**

Senior Director, Head of Marketing
Google Health

OVERVIEW



INVITE ONLY

CMO Podcast Live at Havas Café is an invite-only series of intimate discussions, convening 6–8 senior CMOs alongside Jim Stengel and his production of the CMO Podcast. They will convene on the Café deck to unpack what it truly takes to build desirable brands today.

It is a real conversation — rooted in connections, elevated by context, and translated into content that shapes Havas' Cannes story and travels long after the event.

3 Live CMO Podcast Recordings & Discussions –

- **Creative - How Brands Become Wanted — Not Just Recognized**
- **Media - From Buying Attention to Building Affection**
- **Health - Super Aging: Longevity as the new Ultimate Desire**

PLUS:

VIP Open Rosé Hour: | 5:00PM-6:00PM

Following the discussions, the Café opens for a **Rosé Hour** welcoming **Jim Stengel's CMO Accelerator Class** — an invited, VIP group — to enjoy the space, continue the conversation, and connect informally.



Pour Les Filles Happy Hour & Fireside Chat with Akkio



WHERE?

Akkio Salon

7 Rue des Frères Pradignac, Cannes

WHEN?

Wednesday, June 24th

4:00 PM – 5:45 PM

SPEAKERS



Jamie Seltzer

Global Chief Data & Technology Officer
and EVP, CSA & Analytics,
Havas Media Network

HAVAS CONTACT

Courtney Cherry

courtney.cherry@havas.com

Jules Mahon

jules.mahon@havas.com

OVERVIEW



**REGISTER
HERE**

AI is rewriting how media is planned, bought, and measured. But behind every model, every workflow, and every breakthrough are women who saw the shift coming and embraced it.

In this intimate gathering at Akkio Salon, three female leaders will discuss what it actually looks like to lead through a transformation this big: the moments of doubt, the bets that paid off, and what they wish someone had told them earlier.

We'll talk about where media is headed, what leadership looks like when the craft is being reinvented in real time, and what this moment means for the women shaping it.





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**

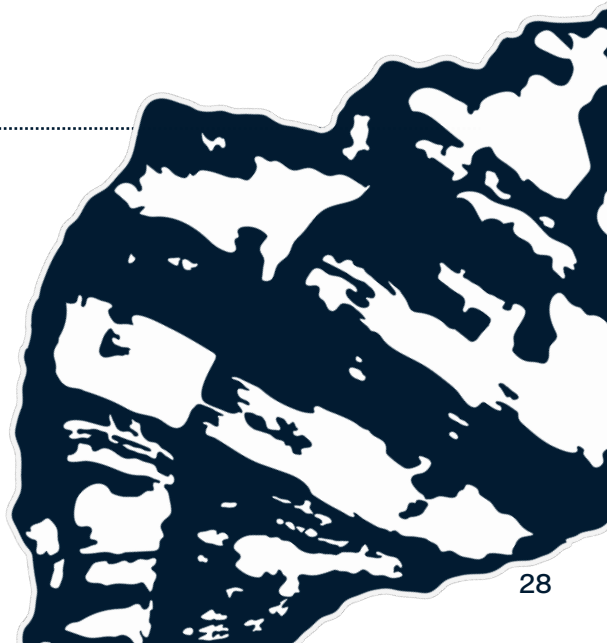
Social Was Media. Now It's Culture. with Steven Bertoni, Forbes journalist, alongside a Paris Creator Week co-founder

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



Alpha Rise: Masculinity In Crisis

WHERE?

Havas Café,
45 Boulevard de la Croisette
*Make sure to be registered to the Havas Café
to access this panel*

WHEN?

Thursday, June 25th
11:00-11:45am

SPEAKERS



Introduced by **Mercedes Erra**
Founder and President of the Supervisory Board, BETC



Sébastien Houdusse
Global Chief Strategy Officer, BETC



Clément Boisseau
Chief Executive Officer Maison BETC & Global Chief
Strategy Officer BETC

OVERVIEW



Red Pill, Incels, Sigma, Looksmaxxing... Terms originating from the manosphere are flooding social media. In 2023, Google searches for toxic masculinity surged by 300%. This phenomenon reflects an obsession and reveals a reality: our societies are undergoing a crisis of male identity. So much so that today, 40% of Prosumers worldwide believe it is harder to be a man than a woman, and 45% believe that masculinity is under attack and must be defended.

What does it mean to be a man today? Are we creating new definitions? And under what influence?

Our new Prosumers study, a quantitative survey conducted in more than 25 countries, will explore how contemporary masculine identity is negotiated through contradictions, torn between social progress and the quest for authority.



Little Black Book
Celebrating Creativity

THURSDAY | JUNE 25

Calling the Shots: The Women Leading the Future of Production



SPEAKERS



Melissa Tiffrere
Chief Production Officer
Havas New York



Laura Davis
Chief Client Officer
Publicis Production



Azahara Ramos
Production Director
Omnicom Production Spain



Ali Brown
President
PRETTYBIRD



Claire Young
CEO
Girl & Bear



Matt Cooper (Moderator)
CEO and Founder
Little Black Book

WHERE?

Little Black Book Beach

65 Boulevard de la Croisette, 06400
Cannes, France

WHEN?

Thursday, June 25th

3:30PM – 4:00PM

HAVAS CONTACT

Admission to LBB Beach
required.

Email **Casey Madsen** at
casey.madsen@havas.com to
request an RSVP

RSVP REQUIRED

OVERVIEW



Production is in the C-suite and clients now realise that it is the key to driving growth. Meanwhile, production is also undergoing convulsive change, from AI to new operating models. Making high-impact work for clients while navigating change and protecting craft requires grit and vision. Meet the women who are leading the industry through uncharted waters as they reveal practical insights into where creative production is headed next.

Social Was Media. Now It's Culture.

WHERE?

Havas Café,
45 Boulevard de la Croisette
*Make sure to be registered to the Havas Café
to access this panel*

WHEN?

Thursday, June 25th
3:00-4:00PM

SPEAKERS



Moderated by **Steven Bertoni**
Journalist, Forbes



Pierre Allary
Founder, Paris Creator Week



Lauriane Le Texier
Comex member, UMICC



Hannah Wilson
Influencer



Anthony Bober
Social Creative Director, Havas Paris

OVERVIEW



Social Was Media. Now It's Culture. Social platforms are no longer just media channels. They have become cultural ecosystems that shape how people connect, consume, learn, and belong. As creators become key drivers of influence and trust, brands must rethink how they engage with communities and participate in culture. Bringing together creators, industry leaders, regulators, and brand experts, this panel will explore the future of the creator economy and what it means for brands, agencies, and society.



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

