

Nigerian creative awarded Cannes bursary

LONDON: The three Cannes Creative Leaders Programme bursaries have been awarded to Akinpelu Adesola, MD and chief creative officer of The Newton Project Room in Lagos, Nigeria; Vairis Strazds, creative director of DDB in Riga, Latvia and David Smail, executive creative director, BBDO in Ho Chi Minh City, Vietnam.



The bursaries are awarded to professionals working in the industry based in one of the 151 countries that have never previously won a Cannes Gold Lion.

Great response

“We had a phenomenal response to the bursaries, so the selection process wasn't easy, but we believe that the successful three candidates were the most deserving,” said Philip Thomas, festival CEO. “They will benefit from the unique and fantastic opportunity that the Cannes Creative Leaders Programme offers to anybody in the industry who wish to perfect their creative leadership strategy skills to produce creative excellence,” he continued.

Selected from more than 50 applicants, Vairis Strazds, Akinpelu Adesola and David Smail will be placed on the Cannes Creative Leaders Programme joining fellow participants on the two-week module taking place in Berlin and Cannes in June 2010.

During the first week, participants will be based at the Berlin School, one of the world's leading creative training institutions, which has built a global reputation with its Executive MBA programme. There they will engage in six days of intensive training from the Berlin School's professors after which they will relocate to Cannes during the festival week, where the course continues with bespoke sessions, group projects, speeches and lectures as well as the use of Cannes Lions' array of workshops, master-classes and seminars. All facilities of the full week in Cannes will be available to the participants, including all festival content, exhibitions, screenings, award shows and galas.

Becoming effective leaders

Clark Parsons, MD of the Berlin School of Creative Leadership, commented, “As we move ever further into the digital age, the means of communicating, associating, buying and selling are clearly shifting. In establishing the Cannes Creative Leadership Programme, Cannes Lions and the Berlin School of Creative Leadership aim to help participants to become even more effective leaders at shaping the future for the industry, their organisation and themselves.”

There is still space left in the Cannes Creatives Leaders Programme which costs €7950, and includes all tuition fees over the two weeks, a Cannes Lions full week delegate registration and lunches. Flights, accommodation, incidentals and other meals are not included. Class size is planned at circa 30 places.

For more information, go to www.canneslions.com/festival/creative_leaders_programme.cfm. Interested parties need to apply to . A brief written submission will be required.

For more, visit: <https://www.bizcommunity.com>