

Impressive speaker lineup at Lions Health

Lions Health, the inaugural global festival and awards celebrating creativity in healthcare marketing and communications will welcome a speaker lineup that includes some of the most awarded creatives in healthcare and top marketers at the forefront of the industry from around the world.

"Seminars at Lions Health are designed to explore how creativity can help transform the sector," says Lou Benson, festival director. "Thought leaders and industry experts will take to the stage to showcase great ideas that push boundaries, deliver fresh insight and thinking and lead the debates that drive communications in the industry forward."



Expert speakers

Additional speakers who will share their expertise with the audience include Jim Stengel, former chief marketing officer of Proctor & Gamble and author of *Grow* and *Digitas Health* creative chief Alexandra von Plato, who discuss how a new generation of creative leaders will transform healthcare marketing as we know it at their session 'Building an Inspired Organisation Now - PHCG'.

Rich Levy, chief creative officer, Draftfcb Healthcare; Jill Weingarten, VP senior recruiter of Greenberg Kirshenbaum; and Megan Miller, graduate of S.I. Newhouse School of Communication will reveal why it's more alluring than ever for the brightest talent to apply their skills to improving global health.

Lakish Hatakar, Novartis OTC New Growth Opportunities Franchise, GM and Jeremy Cohen, Edeleman's Europe & CIS chair for business and social purpose, will explore using creativity to build a responsible brand by applying science, innovation, communications and creativity expertise to society's biggest health challenges.

Engaging mobile experiences

Chris Duffey, SVP and group creative director of Sudler & Hennessy, with guests including Google's Katie Erbs, head of rich media, Northern and Central Europe, will discuss the complexities of marketing health messages through mobile due to the sheer scale of devices being used by physicians, patients and consumers in the ever shifting landscape of technology. They will demonstrate how clear, creative ideas cut through the confusion and deliver engaging mobile experiences that improve healthcare outcomes.

The Lions Health Festival takes place at Palais des Festivals in Cannes 13-14 June 2014. For more information, go to www.lions-health.com.