



# Cannes Lions launches two-day customised CMO programme

CANNES, FRANCE: The Cannes Lions CMO Accelerator Programme with Jim Stengel, sponsored by the Mobile Marketing Association, is an exclusive opportunity for a select group of chief marketing officers and senior marketing directors to focus on the key issues they and their brands face in an ever-changing communication landscape.



The highly customised two-day programme will run alongside the Cannes Lions International Festival of Creativity Festival and will be led by Jim Stengel, former Global Marketing Officer of P&G, with direct input from CMOs and agency CEOs attending the Festival.

The emphasis is on delivering inspirational and actionable training for a small group and takes place in the second half of the Festival week. Participants have the opportunity to attend the Festival, to watch seminars, see the work and network, before coming together under the mentorship and guidance of Jim Stengel. The group will talk privately about the work issues they face, with exclusive speaker sessions and bespoke content presented in an intimate learning environment. Over two days, the sessions will cover topics such as:

- Provocative and actionable insights from brand and agency teams who worked together to win Titanium and Effectiveness Lions that accelerated their brands' growth
- Building Brand Equity
- Getting The best From Your Agency
- Unlocking Creative Excellence
- Advertiser Of The Year: The Secret Of Their Success
- Individual CMO 'Nightmare' presentations and group work to provide solutions

"Our aim at Cannes Lions is for our delegates to leave inspired, more aware and better prepared for new professional challenges. The launch of the CMO Accelerator Programme will complement our existing tailored academies, allowing us to offer an exceptional and diverse learning programme to suit every career stage," says Philip Thomas, CEO of Lions Festivals. "Under Jim's guidance, participants will benefit from a unique experience."

As consultant to global brands including Luxottica, Toyota, Dell, Brown-Forman and Yum! Brands, and Adjunct Professor of Marketing at UCLA Anderson, Jim is uniquely positioned to lead this programme. In 2011, Jim served as Dean of the first-ever Cannes Creative Academy for Young Marketers, a week-long academy for young marketing and brand managers to understand more about the impact creativity can have on their brands.

"This unique programme will enable senior marketing leaders to return to their companies better prepared to deliver sustainable and enduring brand value," says Jim Stengel



Jim Stengel.

"This learning initiative will provide an open forum for business leaders to discuss and iterate their marketing strategies. At the heart of MMA's core mission is to help marketers around the world to strengthen these strategies by becoming 'brand ready' for mobile. As such, we are thrilled to join forces with Jim Stengel and Cannes Lions as the exclusive sponsor of the CMO Accelerator Programme," said Greg Stuart, CEO, Mobile Marketing Association.

The Cannes Lions CMO Programme with Jim Stengel takes place on Friday 21 and Saturday 22 June with a welcome reception on Thursday 20 June. The cost is €3,995 per person and includes a Full Week Registration for the Festival. Interested candidates should email [stevelatham@canneslions.com](mailto:stevelatham@canneslions.com). Space is limited.

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