

Cannes Lions inaugurates new Young Account Executive Academy

CANNES, FRANCE: The Cannes Lions International Festival of Creativity has announced the launch of the Cannes Lions Young Account Executive Academy, a new learning programme aimed at nurturing young industry talent, which will run during the 2013 Festival from 16-22 June.



The Cannes Lions Young Account Executive Academy will equip young account executives (aged 28 years and under) with the tools to lead and achieve ground-breaking creativity for their clients and their companies by focusing on how to build stronger client relationships and provide a deeper understanding of how creativity is making the difference for both client and agency. A tailored programme will offer the inspiration, secrets and hands-on-tools of the trade needed to lead, motivate, sell and realise forward-thinking, innovative campaigns.

The tailored programme of training will include:

- Leading the Team - creating a bravery culture
- Digging for the Gold - unearthing the motivating desire for the brand and client
- The Killer Brief - creating the idea, for the idea
- Spotting the Genius - inspiring idea development
- Bringing it Home - selling your idea to win
- Making it Great - executing the 'product' as big as the idea

The Academy will be guided by veteran ad man Kevin Allen. Recognised as one of the advertising industry's most accomplished growth professionals, Kevin has spent more than 20 years at the likes of McCann-Erickson, the Interpublic Group and Lowe Worldwide. Commenting on his appointment as Dean of the Academy, Kevin says, "It's nothing short of a thrill to be part of the Cannes Lions experience and to play a part in inspiring, encouraging and equipping our young account people to be champions of creative bravery. As an ex-account man myself, it's an honour for me to bring the well-deserved recognition at the Festival to this vital, and indeed, resurgent role the account person plays in their position between agency and client, in galvanising creative brilliance."

About the new academy, Steve Latham, Director of Talent & Training, Lions Festivals says, "Aside from a fantastic tutor

and inspiring programme, the huge benefit of this academy is the environment that it takes place in. With the industry descending on Cannes for the Festival week, academy members have a unique opportunity to learn from and network with numerous global legends whilst immersing themselves in the greatest creativity from around the world. We're really pleased to be building such a strong foundation for the development of talent."

This new academy adds to a growing base of initiatives aimed at fostering young, new talent. Further academies running during Cannes Lions 2013 include: the Cannes Creative Academy for Young Marketers, targeted at marketers and brand managers aged 30 years and under; the Young Lions Creative Academy, aimed at creatives aged 28 and under already working in the industry; and the Roger Hatchuel Academy which offers training and education to students of advertising, marketing, communication or design. A further two academies will be added to the 2013 line-up, details of which will be released over the next few weeks.

Alongside their individual schedules, all of the academies also benefit from selected sessions from the main Cannes Lions content programme as well as exhibitions and screenings of the greatest global work throughout the Festival week. Details of how to take part can be found online at www.canneslions.com or by emailing academies@canneslions.com.

Key dates:

Delegate registration open: Now

Entries open: Now

Entries deadline: 28 March 2013

60th Cannes Lions International Festival of Creativity: 16-22 June 2013

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