

SECRET GARDEN

CANNES



LIONS 26

TUE, JUNE 23 **WED, June 24** **Thu, June 25**

8:30–10:15

BREAKFAST PANEL BY WFA

Invite only

Where the real conversations happen before the day begins.

MARS · PHILIPS · KENVUE

10:30–11:15

LESSONS FROM THE MOST INNOVATIVE CMOS: RETHINKING GROWTH IN A B2A WORLD

Public - Hosted by FORTUNE

The customer journey is being filtered, shaped, and decided by AI before a human gets involved. Business-to-Agent isn't a tactic; it's the new reality. Together with Fortune, the CMOs who saw this coming first share where the shift is already showing up in revenue, retention, and CAC, and what growth looks like when agents are in the room.

OPENAI · SNAP · PWC · SPOTIFY

12:00–13:45

ROUNDTABLE LUNCH - WFA'S VALUE OF SUSTAINABLE MARKETING

Invite only

A Chatham House-rule lunch where the most valuable thing in the room is the lived experience of the people in it. Senior marketers from WFA, DEPT® and Oxford's Said Business School in candid conversation about what sustainable marketing is actually worth.

WFA · REVOLT · KANTAR · OXFORD SAID BUSINESS SCHOOL

14.00 - 14.45

THE NEW RULES OF SCALING BRANDS WITH AI

Public

Scaling used to mean consistency. Now it means consistency at speed. AI makes output easier, but it also exposes everything that doesn't hold up. The brands getting this right aren't just adding AI to the mix, they're rethinking how communication flows across teams, markets, and channels. Find out how they're keeping quality high while everything accelerates.

YAHOO · GOOGLE · EBAY · ADOBE

15:00 – 15:45

#SLOWTHEFUCKDOWN: LEADING THROUGH THE MADNESS

Public

The world has never moved faster. AI, economic pressure, endless change, relentless expectations. Everyone is being asked to do more, move quicker and somehow keep it all together.

But what is all this madness doing to us?

In this raw and honest conversation, some of the industry's most respected leaders share what it's really like behind the job titles. The pressure, the mistakes, the wake-up calls and the lessons they've learnt about leading themselves and others through increasingly complex times. Less leadership theory. More real talk. Because whilst everyone else is focused on speeding up, perhaps the real challenge is learning how to slow the fuck down.

CENTRE PARKS · SNAP INC · VODAFONE · YOوبي · PERNOD RICARD

16.00–16.45

THE CLOSED SHOP JUST GOT A FRONT DOOR

Public

Gaming has long been media's closed shop: bespoke deals, manual buying, and no unified workflow connecting creative, activation, and measurement.

At DEPT®'s Secret Garden, Livewire Co-Founder and Co-CEO Indy Khabra, George Howes, Head of Growth at Canva, and Isabel Perry, Chief Strategy Officer at DEPT®, unveil the first gaming integration in Canva Marketplace. They'll show how Canva's 265 million creators can now reach more than 3 billion gamers worldwide, and explain why the AI orchestration layer for gaming was always going to be built by a team deeply embedded in gaming culture.

CANVA · LIVEWIRE · DEPT®

19:00–22:00

FUTURE CLUB DINNER

Invite only

An evening for the people building what's next. Dinner, drinks, and the kind of conversations you don't have on stage.

MC'd by **HOPE HYDRATION**

5 RDPT DUBOYS D'ANGERS, 06400 CANNES

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CANNES



LIONS 26

Tue, June 23

 **WED, JUNE 24**

Thu, June 25

9:00–10:00

CANNES PRESS BREAKFAST

Invite only

Off the record, over coffee, before the day takes over. A small group of journalists in conversation with DEPT® leadership

9:30

RUNNING CLUB

Public

The best conversations at Cannes happen when you're not sitting down. An early morning run with some of the most interesting people on the Croisette.

10:15–10:30

CREATOR COFFEE & CONNECT

Invite only

Strawberry matcha or an iced latte. Catch your breath, meet the room, and ease into the morning before the sessions begin.

10:30–11:15

WHAT BROKE THE INTERNET?

Public - Hosted by THE WEBBY AWARDS

AI made content cheap. That didn't make attention more valuable, it made distinctiveness more valuable. A practical teardown of viral hits and public misses with creators and founders. What actually travels. What sticks. And when a million views is growth versus an expensive distraction.

PEPSICO • MAMMUT • TWITCH • CREATOR: @TIFFBAIRA

11:30–13:00

THE MARKETING ACADEMY - ALUMNI LUNCH

Invite only

An intimate session with one of the sharpest minds in marketing, followed by lunch. The kind of afternoon that changes how you think for a while.

MINIMBA

14:00–14:45

YOU CAN'T BRIEF YOUR WAY INTO CULTURE

Public - Hosted by TIKTOK

On TikTok, brands aren't the main character. They're a guest; fun to have around, or easy to ignore. Creators set the pace, communities decide what sticks. Together with TikTok, we move past the brand-first mindset: how partnerships evolve from one-off campaigns into ongoing roles in culture, and why some collaborations take off while others barely leave the For You page.

LOGITECH G • TIKTOK • CREATOR: @MORGANMJAMES

15:00–15:45

THE ALGORITHM DOESN'T KNOW YOUR CULTURE: BUILDING TRUST IN THE AGE OF AI

Public - Hosted by INDVSTRY CLVB

A deep dive into the tension between algorithmic efficiency and human authenticity. We'll explore how global brands and creators build community trust and brand equity that data alone can't replicate.

DOOSAN BOBCAT • BLACK GIRL DIGITAL • CREATORS & MEDIA PERSONALITIES: @JOELBERVELL, @DERRICKDOWNEYJR, @BONANG_M

16:00–16:30

HOW AI IS EMPOWERING PEOPLE TO PREVENT GUN INJURIES AND DEATHS | DRINKS AT THE BISTRO

Public - Hosted by ADCOUNCIL

Gun injuries have been the leading cause of death among children and teens in the US for four consecutive years. Agree to Agree built an AI chatbot that helps people start those conversations, from common ground, with clarity and care. Join Microsoft, Ad Council, RSM and DEPT® for the launch, and a new standard for what creative effectiveness can actually look like.

DIGIDAY • AD COUNCIL • MICROSOFT ADVERTISING • DEPT®

16:30–17:30

DRINKS AT THE BISTRO

Public - Hosted by ADCOUNCIL & MICROSOFT

19:00–22:00

FUTURE CLUB DINNER X WFA

Invite only

Dinner with WFA's global network and DEPT® leadership.

MC'd by HOPE HYDRATION

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 **THU, JUNE 25**

8:30–10:00

FUTURE OF MARKETING INITIATIVE - OXFORD UNIVERSITY

Invite only

A closed-door roundtable for future marketing leaders, in partnership with the University of Oxford.

10:30–11:15

YOU BOUGHT THE AI. WHERE'S THE GROWTH?

Public

AI budgets are up. The stack is bigger than ever. And yet growth isn't moving at the same pace. It's not a technology problem — it's a connection problem. Industry leaders share what they're actually changing: what they're cutting, where they're doubling down, and how they're simplifying their setup to focus on what delivers real results.

KLARNA • BLOOMBERG MEDIA • GOOGLE • MONDELÉZ

12:00–13:00

LUNCH WITH EPICA

Invite only

13:00–14:00

EPICA X ADFORUM - COCKTAIL HOUR

Invite only

14:00–14:45

THE HUMAN MULTIPLIER: WHY LEADERSHIP IS THE REAL AI ADVANTAGE

Public

AI has scaled output. That's no longer the advantage. The industry leaders winning now are being judged on direction — where to focus, what to prioritise, what not to do. Because when everything can be produced, the real risk isn't falling behind. It's becoming average at scale. This session is about the leaders building the systems that prevent exactly that.

MASTERCARD • EBAY • LINKEDIN • BLACKROLL®

15:00–16:00

IN DUTCH: MARKETING FOR MACHINES: HOW B2A IS REWRITING THE CMO PLAYBOOK

Hosted by ADFORMATIE

A Dutch-language session for senior marketers. How agent-driven journeys are shifting search, loyalty, and performance, and what it means when you're no longer just selling to people, but to their digital assistants.

KPN • YOUTUBE • TUI • A.S. WATSON

16:15–16:35

THE DISTINCTIVENESS GAP | FIRESIDE CHAT BY AFRICANNES

Private

Marketing is converging. African creative output is breaking through. The bridge between them barely exists.

MY RUNWAY GROUP • JAMBO SPACES • YOUTUBE • DEPT® • MEDIA FOUNDER-AUTHOR: @CHIKAUWAZIE

16:35–18:00

AFRICANNES X DEPT® CLOSING COCKTAIL PARTY

Three days of Growth, Invented, ending the way it should. Drinks, the whole garden community, and the conversations you'll still be having next week.

 **5 RDPT DUBOYS D'ANGERS, 06400 CANNES**