





# iab.canada @ Cannes Lions





IAB Canada members are getting ready to touchdown in Cannes for the 70<sup>th</sup> Cannes Lions Festival of Creativity. If this is your first time at Cannes, we're here to help navigate the enormity of this annual celebration of the advertising industry. With thousands of options to choose from at any given moment throughout the week's festival, it's important to take some time to chart a course and hit as much valuable content as time will allow.






Our best advice is to connect with your partners and schedule meaningful conversations with contacts that you may not have regular access to on a daily basis. Many of our members take the time to bring their brands to life and create immersive experiences that are both engaging and educational. We've curated only a few of our member's activations and encourage our Canadian digital advertising community to reach out and attend some of this amazing content.





June 19, 2023 - June 23, 2023

| IAB Canada Member   | Cannes Presence  | Details  | Contact  |
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|    | June 19-23<br>Amazon Port  | From morning workouts and “snackable sessions” to engaging panels and evening events, Amazon Port has a broad selection of content throughout the week.  | <b>Registration Required:</b><br><a href="#">Amazon Cannes</a><br>Please reach out to your representative for exclusive leadership invitation enquiries. |
|    | June 19-22<br>9am-4pm<br>Residence 3 & 4<br>boulevard de la<br>Croisette<br>3rd floor – Apt<br>300<br>06400 Cannes | Index Exchange will have a suite located at First Croisette, facing Palais des Festival – attendees can meet with a member of the Index team, network and share industry insights, or simply refresh with a blast of cool air and a chilled glass of rosé.<br><br>CEO Andrew Casale will also be on stage at the FreeWheel beach on Wednesday, June 21 <sup>st</sup> . Interested attendees can register <a href="#">here</a>  | Please <b>register</b> for lounge access or to book a meeting:<br><a href="#">Index Cannes</a>   |
|  | June 19-23<br>Penthouse and<br>Rooftop at<br>Carlton Cannes<br>Hotel   | LinkedIn is taking over the newly unveiled penthouse and rooftop at the Carlton Cannes Hotel for the first time ever! Here you will find an outdoor oasis for networking and impromptu connections as well as thought-provoking content sessions throughout the week.<br><br>Or follow LinkedIn Collective for live daily coverage of the festival featuring the industry's most influential thought leaders – <a href="https://lnkd.in/etkMYsWu">https://lnkd.in/etkMYsWu</a> | <b>Registration Required:</b><br><a href="#">LinkedInAtCannes.com</a>  |
|  | June 19-22<br>Meta Beach   | Join Meta for a wide range of experiences and workshops throughout the week.   | By <b>Registration/Invite</b><br><a href="#">Meta Cannes</a>   |

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|    | <p>June 19-22<br/>Carlton Beach Club</p>  | <p><b>Pinterest Manifestival</b></p> <p>Manifest a life you love on Pinterest—and on the most inspirational beach in Cannes.</p> <p>Experience a vibrant, immersive celebration where you can plan your dreams into reality. Discover fresh ideas on Pinterest. Decide on a change. Do it for yourself, right on the Croisette. And hey, before you leave, get a new tattoo that launches a future you.</p> <p>Join Pinterest at the Carlton Beach Club and find out what it's like when the manifestation app comes to life.</p> | <p>Please <b>RSVP</b> to <a href="#">Pinterest Canada Cannes</a></p>                        |
|    | <p>June 19-22<br/>Intersection of Prom. Robert Favre le Bret &amp; Rue Buttura.<br/>Entry at Checkpoint 3</p> | <p>This year, Reddit welcomes you to their biggest Cannes activation yet, featuring our new global program - <b>Reddit Recommends</b>.</p> <p>They'll be on hand to walk you through this unique experience, bringing to life the conversations and recommendations taking place in some of the most influential Reddit communities. Packed full of all their usual quirks (and some surprises, too!), Reddit's presence will show why Reddit is <b>the place to go when you want to know</b>.</p>                                | <p><b>Pre-Registration</b> is highly recommended:<br/><a href="#">Reddit Cannes Hub</a></p> |
|   | <p>June 19-23<br/>Exhibit at La Malmaison<br/>47 Boulevard de la Croisette</p>                                | <p>Snapchat will be returning to Cannes, and once again they'll be taking over La Malmaison. This year, Snap is partnering with Disney to celebrate their 100 years of storytelling through an immersive AR exhibition that will bring the magic of Disney stories to life like never before.</p>   | <p><b>RSVP</b> or <b>Contact</b> your <a href="#">Canadian Snap Partner</a></p>             |
|  | <p>Monday-Friday<br/>9am-4pm<br/>Spotify Beach</p>  | <p><b>Spotify Events</b></p> <p>Spotify will be hosting a series of events throughout the week.</p> <p>Evening events will be managed on a first come first in basis and please note capacity after 9am fills rapidly.</p>  | <p><b>Invite-Only</b> – Please reach out to <a href="#">Spotify Canada</a></p>              |

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|    | <p>June 19-22<br/>TeadsYacht 'H' –<br/>Vieux Port de<br/>Cannes</p>   | <p>Full agenda covering a broad range of topics.<br/><br/>A full week of making reconnections and new connections as Teads will be sharing updates around our Connected TV expansion, accelerating their evolution into Omnichannel.</p>      | <p>Please <b>RSVP</b>:<br/><br/><a href="#">Teads Cannes Hub</a><br/><a href="#">Agenda Preview</a></p>  |
|    | <p>June 22<br/>6pm-9pm<br/><a href="#">Restaurant La<br/>Palme d'Or</a><br/><br/>73 Bd de la<br/>Croisette</p>    | <p><b>Canada Cocktail Party</b><br/><br/>Join The Globe and Mail for cocktails and networking in Cannes, alongside your fellow Canadian delegates, at their annual Canada Party.</p>  | <p><b>RSVP/Registration Required</b><br/><br/><a href="#">Globe and Mail Cannes</a><br/><br/>Bring Delegate Pass.<br/><br/>Wear Red &amp; White!</p> |
|    | <p>June 19-23<br/>The Carlton Hotel</p>   | <p>Don't miss a chance to connect with TikTok Canada's leadership team at Cannes Lions! TikTok will be taking over The Garden at The Carlton Hotel for a full week of programs, including panel sessions, creative workshops, and mixers.</p> | <p>Visit <a href="#">TikTok Cannes</a> to <b>RSVP</b> and create a personalized schedule #ForYou</p>   |
|    | <p>June 20<br/>5:30pm-7:30pm<br/>The Terrace,<br/>located next to<br/>Palais II</p>                               | <p>Please join The Trade Desk team for a special VIP Happy Hour with cocktails and hors d'oeuvres.</p>  | <p>Please <b>RSVP</b><br/><br/>With <a href="#">TTD at Cannes</a></p>  |
|  | <p>Aboard JoyMe<br/><br/>Located at the<br/>Vieux Port de<br/>Cannes outside<br/>the Palais des<br/>festivals</p> | <p>Join Vistar all week during the Cannes Lions Festival aboard <i>JoyMe</i>, their home base for special events, guest speakers and more.<br/><br/><i>Sundeck Meet Ups, Waterside Chats and AllAboard Events.</i></p>                        | <p><b>Registration Required</b> for<br/>Access:<br/><br/><a href="#">Vistar Cannes</a></p>   |

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|  | June 22<br>5pm-8pm<br>The Google Beach  | <b>YouTube Music Night</b><br>YouTube will be bringing together YouTube's top partners, brands and creators for an evening of celebration and connection with music from a soon-to-be-announced headline artist. | <b>Invite-Only</b><br>Please reach out to <a href="#">Google Cannes Team</a> |
|  | June 22<br>4pm-10pm<br>The Google Beach | <b>YouTube Pride</b><br>YouTube will be showing solidarity and support for the LGBTQ+ community while celebrating the end of another festival year, including performances by rising queer artists.              | <b>Invite-Only</b><br>Please reach out to <a href="#">Google Cannes Team</a> |

## Some tips before you go

### How to Pack

- If possible, pack carry-on only – many Cannes Lions Festival goers end up without their luggage and struggle to make up for the lost time and frustration in dealing with finding it.
- The weather in Cannes during this time of year is warm. Pack light, breathable materials. Attendees tend to wear a dialed up casual wear and don't forget to bring sunscreen and a hat.
- Bring a travel umbrella and rain-proof daypack if you plan on carrying a laptop or tablet around.
- You're on your feet – all day. Pack accordingly.

### How to Maximize your Time

- Catch your bearings. Plot out your exact location and work out the proximity to various events. It is not unusual to find yourself running from one meeting to another without realizing the distance could be up to a kilometer apart. Be mindful when scheduling meetings that location is key.
- Committing to meetings is challenging at Cannes – there are literally thousands of distractions, and it is important to ensure that you are not over-committing.
- Create a list of 3-5 non-negotiable commitments so that you can anchor your meetings accordingly.
- If the schedule feels overwhelming, try to create themes for each day to stay engaged and really dig deeply into a topic of interest. There is enough content at Cannes Lions to fulfill this approach.
- Embrace the chaos and try to avoid the signature feeling of Cannes Lions – FOMO. Your presence makes a difference, and you are always in the right place.

We look forward to seeing our members and the greater Canadian digital advertising community at Cannes. Please reach out if you would like to connect directly with IAB Canada.

*Bon Voyage!*

PS: If you would like to contact other IAB Canada members while in Cannes, we have set up a Slack Channel. Please request access to [membership@iabcanada.com](mailto:membership@iabcanada.com)