

Cannes Creative Leaders awards bursaries

LONDON, UK: The Cannes Creative Leaders Programme will once again take place in June following the success of last year's programme.



"Our first-ever Cannes Creative Leaders Program in 2010 was not only a success in Berlin and Cannes for those who came, it was a success afterwards for the participants too," says Clark Parsons, managing director of the Berlin School.

"One participant used the strategy he developed in the program to merge three companies and form Africa's largest digital agency. Another used his improved leadership skills to head a team that won a huge new global account for his agency. Another is now a member of a Cannes Lions jury just one year later."

The programme

During the first week of the programme, participants will be based at the Berlin School, Germany, one of the world's leading creative training institutions, which has built a global reputation with its innovative Executive MBA programme to help creative industry executives lead for excellence in their organisations. There they will engage in six days of intensive training from Berlin School professors, studying real-world aspects of current advertising and other industry leadership and organisational practice through lectures, interactive case discussions, and small group exercises.

In the second week, participants will relocate to Cannes, France, as festival delegates where the course continues with bespoke sessions, group projects, exclusive lectures, as well as the use of the Cannes Lions incredible array of workshops, master-classes and seminars. All facilities of the full week in Cannes will be available to the participants, including all Festival content, exhibitions, screenings, award shows and galas.

Bursaries

Three bursaries for the 2011 Cannes Creative Leaders Programme have been awarded to professionals working in the industry based in one of the 158 countries that have never previously won a Cannes Gold Lion. They have been granted to:

Anabelle Vargas (29), account executive, Intermedia Group BTL, Ecuador

Akinpelu "Akin" Adesola (40), creative director, Lowe Lintas Lagos, Nigeria

Patrick Tom (45), executive creative director, TBWA\Vietnam, Vietnam

Selected from more than 30 applicants, Annabelle Varga, Akinpelu Adesola and Patrick Tom will enjoy a complimentary place on the 2nd Cannes Creative Leaders Programme joining fellow participants on the two-week module taking place in Berlin and Cannes in June 2011.

There are a few spaces left for this year's Cannes Creatives Leaders Programme which costs €7950*, and includes all tuition fees over the two weeks, a Cannes Lions full week delegate registration and lunches. Flights, accommodation, incidentals and other meals are not included. Class size is circa 30 places.

For more information go to www.canneslions.com/festival/creative_leaders_programme.cfm and those wishing to join the 2011 Cannes Creative Leaders Programme should apply to cannesleaders@berlin-school.com. A brief written submission will be required.

Important dates:

Delegate registration: Now open

Entries close: 22 April 2011

Festival dates: 19-25 June 2011

**Exchange rate at time of publishing: €1=R9.91*

For further information, go to www.canneslions.com.

For more, visit: <https://www.bizcommunity.com>