

Louise Benson appointed Festival Director for Lions Health and Eurobest

LISBON, PORTUGAL: Lions Festivals has announced the appointment of Louise Benson as Festival Director of the newly launched Lions Health festival, celebrating creative communications in healthcare and wellness.



(Image: Wikimedia Commons)

Concomitant with her Lions Health appointment, Benson has also been appointed Director of Eurobest, claimed to be Europe's leading annual awards and festival for creative excellence in communications.

Louise joins from The Guardian Edinburgh International Television Festival, where she has held the position of Festival Director since February 2011. She was previously Media Events and Festival Director at Emap Communications for just over 2 years. Louise will take on her new role on 14 January 2014.

Philip Thomas, CEO of Lions Festivals says "Louise brings to the role vast experience, fantastic organisational and leadership skills, and a great understanding of the importance of creativity, which are at the core of all our events. We very much look forward to welcoming Louise to Lions Festivals to lead Lions Health, an important launch next June into a new sector, and to continue to grow and innovate Eurobest."

On her appointment, Louise Benson comments, "I'm extremely excited to be joining Lions Festivals. It's a great honour to join the Lions Health launch team as its first Festival Director, and I look forward to giving the healthcare and pharmaceutical industries the Cannes platform they deserve. Eurobest's distinguished reputation for celebrating creativity throughout this most diverse continent provides it with endless opportunities for growth and reinvention. I can't wait to get stuck in to both!"