

Eurobest jury presidents ready for November judging

Eurobest, the European Festival of Creativity produced by Cannes Lions has announced its Jury Presidents for the 2017 Festival.



Eurobest Festival of Creativity 2016 © [Eurobest Facebook page](#)

- Creative Effectiveness: Catherine Emprin, MD, BETC (France)
- Design: Chris Moody, chief design officer and global principal, Wolff Olins (Global)
- Direct: Adrian Botan, global executive creative director and president Creative Council Europe, McCann Worldgroup (Global)
- Entertainment: Mark Adams, senior VP, VICE Media (UK)
- Film, Print & Publishing and Print & Outdoor Craft: Richard Brim, chief creative officer, adam&eveDDB (UK)
- Film Craft: James Bland, executive producer/co-managing director, Blink Productions (UK)
- Healthcare: Shaheed Peera, executive creative director, Publicis LifeBrands (Global)
- Innovation and Creative Data: Dylan Williams, partner and chief strategic officer, Droga5 London (UK)
- Interactive, Mobile and Digital Craft: Zélia Sakhi, partner and head of creative & design, Mobiento / Deloitte Digital (Sweden)
- Media: Tim Castree, global chief executive officer, MEC Global (Global)
- Outdoor and Radio & Audio: Alexander Schill, worldwide chief creative officer, Serviceplan (Global)
- PR: Michelle Hutton, chief operating officer, Europe & CIS, Edelman (Europe)
- Promo & Activation and Glass: Vicki Maguire, co-chief creative officer, Valenstein & Fatt (Grey London) (UK)

Ninety-eight jurors will join the presidents in London in November, as they work to identify pioneering European creativity. The winners will be revealed and honoured in an evening awards ceremony, which will take place on 30 November.

A new feature of the Festival will see a selection of presidents and jurors discuss some of the winning work, providing attendees with an unprecedented level of insight into the jury decision process and a preview of the work to be revealed in full during the evening ceremony.

Simon Cook, awards director of Cannes Lions said, “The regional focus of eurobest creates a platform for amazing work from agencies of all shapes and sizes to be recognised. The work championed by eurobest jury presidents and their juries is a good indicator of the creative trends that develop at Cannes Lions the following summer.”

The Festival runs from 28-30 November and incorporates specialist events, Lions Health, Lions Innovation and Lions Entertainment. For more information, click [here](#).

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