

Lions Live's second edition kicks off

Lions Live's second edition has kicked off and here's what has been going on.



Credit: Cannes Lions.

Day 1 of Lions Live: Exploring everything you need to know to build a creative culture and leadership. #CreativityInsideOut
- How do we create the “best working, best performing, most human, most effective, most caring, creativity-enhancing leadership?”

Day 2 of Lions Live: Presented an insider's view of Lion-winning work from across the world with day one of 'Creativity in Action'.

Coming up for Day 3: Diving into Creative Effectiveness today with rich insights, practical advice and learning from industry experts.

Register [here](#) and watch Creative Effectiveness Day today, Wednesday 21 October for more hidden creative truths from inside the most commercially successful winning work of recent years.

Watch marketing effectiveness expert James Hurman returns with new data to help you create excellent work on a small budget.



LIONS LIVE
19-23.10.2020

Join the 'CMOs in the Spotlight' to learn about how some of the world's most influential brands are tackling the here and now with Jennifer Sey, Levi Strauss & Co.



CMO IN THE SPOTLIGHT

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INSIGHTS FROM THE BOARDROOMS

JENNIFER SEY, LEVI STRAUSS & CO

Creativity Inside Out

The New Storytellers series celebrates the up-and-coming, lesser-known (often under-represented) voices who are creating and telling stories on their own terms, in their own way. Stories can change lives, but the world doesn't need more of the same old stories told by the same old people.

Get the Insider Stories on Creative Effectiveness as Cannes Lions Presents a Guide to Creative Survival: Lo-fi Content as well as lessons learnt from Saatchi & Saatchi's Kate Stanners.

Tune in to Lions Live for the full schedule as they explore:

- Work that has driven consistent business growth
- What "creative commitment" actually means
- How you can produce outstanding results on a smaller budget

The broadcast starts at 14:00 (BST)

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