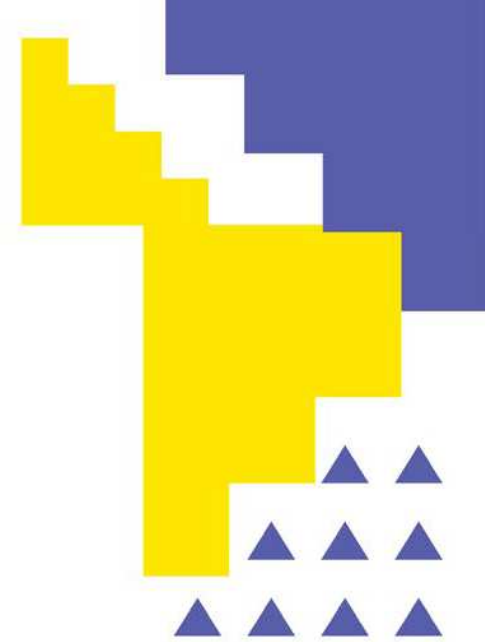


21 - 26 Jun 2020
Cannes, France



Roger Hatchual Student Academy

Win a spot and experience Cannes Lions Festival 2020



Lionhearted

Roger Hatchuel Student Academy

The Roger Hatchuel Student Academy is a 6-day global learning experience at Cannes Lions International Festival of Creativity designed for students approaching graduation.

Since 2003, the Academy has been inspiring the next generation of creative leaders by giving them the tools, knowledge and connections they need to explore different creative avenues and launch their careers in the advertising and creative communications industry.



Benefits of Attending



Customised Programme

The Academy program is led and curated by industry experts. The sessions and topics students will explore are designed to help them launch their career and get a head start in the industry.

Hands-on Learning

The program includes workshops and interactive activities designed to bring learning to life and leave students with practical takeaways.

Exclusive Environment

An opportunity to learn first-hand from major industry luminaries in a private classroom setting. Students will ask them their burning questions and learn how they got to the top.

World-Class Discussions

Students will gain new perspectives and unpack each session as they participate in daily debriefs guided by their Programme Leaders

Festival Access

Complete access to the Cannes Lions Festival where they will be inspired by award-winning work, hear from premier speakers, and can attend the awards shows and networking events.

“We will have the most prominent speakers in the world to join our class. Our students will learn from the best of the best. But that's not it! Our students will most likely learn the most from themselves. Working together to understand each other's differences and how to communicate across borders and continents are the most important benefits from entering Roger Hatchuel 2020. There are very few places in the world where you get to build a global network in less than 7 days.” -Abraham Abbi Asefaw & Maksimilian Kallhed, Roger Hatchuel Student Academy Course Leaders

What Students Walk Away With

The Academy transforms lives. The programme deeply impacts attendees, leaving students with a greater understanding of themselves, their vocation, those around them and the industry at large – putting them miles ahead of their peers.

Professional Development

1

Uncover different creative avenues. Discover the art of storytelling, ideation and creative agility. Learn to solve a brief in 48h. Perfect your pitch and how to network.

Personal Development

2

Grow your confidence and learn to lead. Develop creative bravery and find your voice. Discover your passions and how to be yourself in all you do.

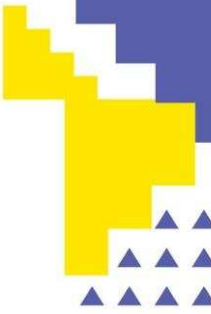
Grow Your Network

3

Connect to a global network of like-minded peers, speakers, classroom mentors, award-winning creatives and over 16,000 Festival delegates. Some of these will become life-long friends, trusted advisors and business partners.



Course Leaders



Abraham Abbi Asefaw, Co-Founder of The Pop Up Agency

Before the age of 30, Abraham Asefaw had already founded two agencies. Now working with clients including Facebook, Adidas, Nissan and Sky, he runs @thepopupagency, which exists in the space between traditional agencies, brand consultancies, customer insight specialists and business innovation partners. With his purpose to re-define the role 'creatives' and the way we tap into creativity in business along with his involvement in some of the worlds of most prominent creative schools, the UN and other organisations leading change, he is a popular speaker and has received a wealth of awards and nominations too.



Maksimilian Kallhed, Co-Founder of The Pop Up Agency

Maksimilian is a co-founder of The Pop Up Agency, a company that is known for solving briefs in 48 hours and traveling the world. Over the last seven years, Maksimilian has popped up in over 55 countries, working with a span of clients from governments, global brands, and advertising agency networks. Maksimilian's mission is to democratize creativity and to break the stereotypes of whom we consider 'creatives'. He believes that this is done through inclusion. In 2018 Maksimilian was listed as one of top 50 male advocates for equality in marketing and media, globally.

"We are looking for students with inspiring stories and backgrounds. Students who have gone the extra mile to get where they are today. Determination, drive, and creativity are some of the characteristics we'll be looking for."

Student Quotes 2019

"It was the best experience of my life."

Ciara Gilmartin
TUDublin, Ireland

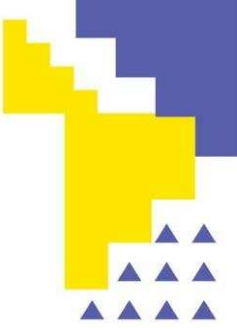
"The experience changed me in indescribable ways. I'm probably the best version that I have ever been of myself leaving."

Tova Andersson
Berghs School of
Communication, Sweden

"I grew more in this week than in the previous year. It's one of those once in a lifetime opportunities and I couldn't be happier."

Andrea Bianchi
European Institute of Design, Italy

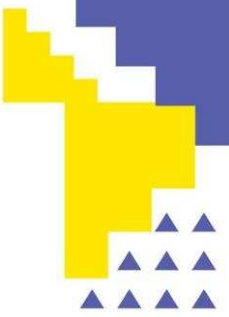
2020 Participants



Australia	Costa Rica	Germany	Ireland	Netherlands	Puerto Rico	Sri Lanka
Brazil	Czech Republic	Ghana	Israel	Nigeria	Romania	Sweden
Bulgaria	Ecuador	Greece	Italy	Norway	Russia	Switzerland
China	Egypt	Hong Kong	Kuwait	Philippines	Singapore	United Arab Emirates
Colombia	Estonia	Hungary	Lebanon	Portugal	Spain	USA

Who Are We Looking For

The Ideal Student Profile



- **18-24 years old, graduating in 2020 (Bc., Mgr., Ing.)**
- Interested in perusing advertising and creative communications
- **Personality:** Evidence of being a creative thinker, curiosity, a leader, entrepreneurial nature, storyteller, culturally in tune with society, the industry and current affairs
- Community impact / solving problems in the community, schools or families
- **Diversity:** The Cannes Lions School aspires to be a talent incubator of creative potential that is fully represented. We strive to create a learning environment that is not just diverse by country, but also diverse in thought, gender, experience, culture, and socioeconomic status.
- **Fluent English speaker:** Able to confidently contribute to class discussions in English
- Permission to **attend the full course (Sun 21- Fri 26 Jun)**

Possible Areas of Study

Advertising

Communications

Planning/Strategy

Media

PR

Business

Technology

Writing

Entertainment

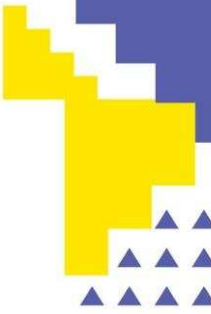
Film

Art

Design



Onsite Expectations



The Academy is a 6-day intensive learning programme and students are expected to give their all to maximize their takeaways from the experience.

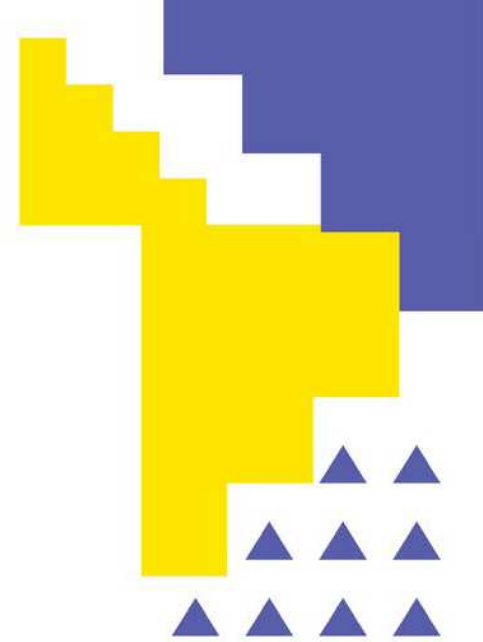
An Academy student needs to be:

- **Punctual:** Arrive on time, prepared and focused
- **Driven:** motivated to succeed, willing to try new things and able to ask great questions and self-reflect
- **Enthusiastic:** positive demeaner
- **Inclusive:** accepting of others and able to work with and value people from different backgrounds

Tuesday 18 th June	
10:00-10:45 RHA CLASSROOM	Assimilate or Else... Bass's personal story of how he lost his voice when he joined advertising and some tips to avoid the same happening to you. Bassam Abdel Rahman, Managing Director, 72andSunny
PRESENTATION WITH Q&A	
11:00-12:00 RHA CLASSROOM	Story is Power/Your Story is Powerful - Strategic Security Systems Intl LTD Story is a powerful tool in building systems of belonging. Nana Konamah Boateng, Chief Innovations Officer, Strategic Security Systems Intl LTD
PRESENTATION WITH Q&A	
12:30-13:00 GOOGLE BEACH	Lunch
13:00-13:10 GOOGLE BEACH	Google Creative Campus - Welcome Welcome Jamie Fowler, Product Marketing Manager, Google AI Saskia Owens, Brand Marketing Manager, Google
13:10-13:45 GOOGLE BEACH	Fireside Chat with Steve Vranakis How we talk about the Google brand - 10 things we know to be true. Steve Vranakis, Executive Creative Director, Google EMEA
13:45-14:10 GOOGLE BEACH	How We Approach Media and Creative Right User. Right Message. Right Time. Denah Sagadia, Performance Media Marketing Lead, Google EMEA
PRESENTATION	
14:20-15:00 GOOGLE BEACH	How you can find your voice workshop #Iamremarkable workshop Jenny Schiffman, Head of Industry, Google Bly Oldenburg, Senior Industry Manager, Google
WORKSHOP	
15:20-16:00 GOOGLE BEACH	Sunset Social

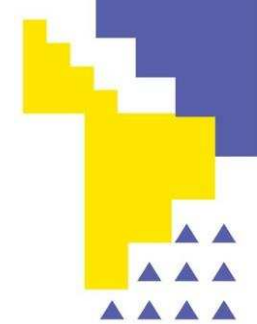
Sample day schedule, 2019.

HOW TO WIN A SPOT?



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Judging Criteria



JUDGING CRITERIA

Student will be judged on the following 4 criteria:

1. **Creativity** (25%)
2. **Suitability for course** (level of English, personality, understanding of RH values) (25%)
3. **Video** (presentation, editing, flow) (25%)
4. **Story /storytelling** (25%)

JURY:

Czech pre-selecition: 2 Czech representants of the festival + 3 additional judges /industry leaders

Global selection: Our 2 course leaders +3 additional judges

Video Tips



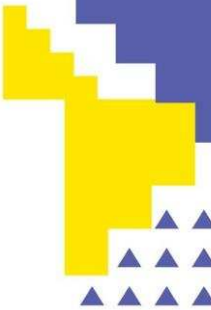
Both juries will be reviewing a several of applications from The Czech republic and will chose only ONE. How can you stand out from the crowd?

Your video should show us who you are and how you're creative. Be memorable. Show us your personality, your passion and your creativity. Tell us why you deserve the golden ticket to Cannes Lions.

- Be **creative** (video format, storytelling, design & edit)
- Tell **YOUR** story and make it **PERSONAL**
- Tell us **WHY** you should attend the Academy
- Be bold, challenging, humble, smart and inspiring.
- Research and understanding of the RHSA values is a plus!

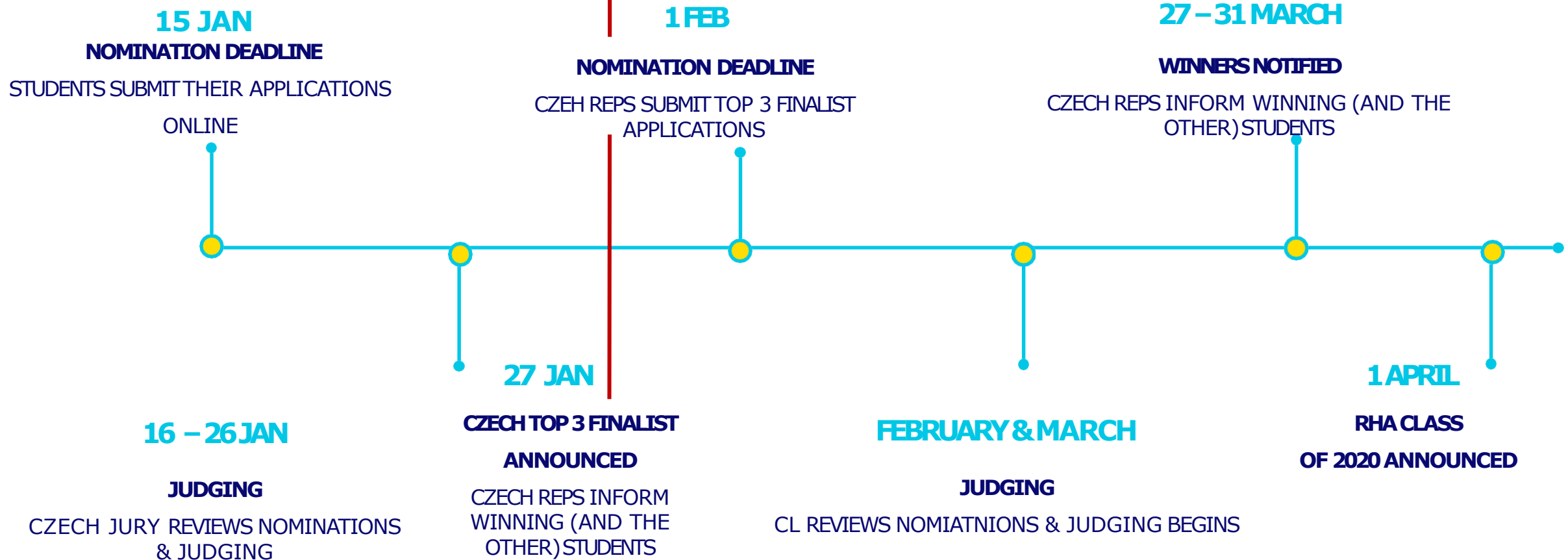


Timeline



National pre-selection

Global selection



Flights & Accommodation

Winning a spot in a RHSA is priceless.



Flights and Accommodation is covered by student/university.

We recommend to make clear how it will be covered before your students apply.

THANK YOU.

Any questions?

Please get in touch with Katka Pokorná

+420 724 213 035

katka@lionhearted.cz

Cannes Lions International Festival of Creativity



The world's leading celebration of creativity in communications. Founded in 1954, the Festival takes place every June in Cannes, France. As the most prestigious international annual advertising and communications awards, entries from all over the world are showcased and judged at the Festival.

The five-day Festival is the only truly global meeting place for professionals working in advertising and communications. Attendees from nearly 100 countries come to experience five days of workshops, exhibitions, screenings, master classes and high-profile seminars presented by renowned worldwide industry leaders.

Winning companies receive the highly coveted Lion trophy, a global benchmark of creative excellence, for Brand Experience & Activation, Creative Data, Creative Effectiveness, Creative eCommerce, Creative Strategy, Design, Digital Craft, Direct, Entertainment, Film, Film Craft, Glass: The Lion for Change, Health & Wellness, Industry Craft, Innovation, Media, Mobile, Music, Outdoor, Pharma, PR, Print & Publishing, Radio & Audio, Sport, Social & Influencer, Sustainable Development Goals, Titanium Lions.

www.canneslions.com



Lionhearted

We are Lionhearted

We develop creativeness and provide inspiration and better understanding of effective brand communication.

We are the official Cannes Lions Representative for The Czech Republic.

Personal Excellence. Creative Excellence. Business Excellence.
#FromGoodtoGreat

We run yearly 2 major events: **Young Lions & Cannes in Prague.**



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Key dates 2020

12th Young Lions | March/April 2020

Young Lions competitions and training programme develop ambition and ability to create excellent communications solutions. We provide an opportunity to develop personal and creative excellence.

Digital | Media | Print | PR | Marketers

5th Cannes in Prague | 10 Sep 2020

1-day conference + online learning

World-class experts and Cannes Lions jury members come to Prague to share their view on trends, insights, and smart ideas in brand communication with brand owners and their partners.

Attendees also get access to a selection of the most inspiring talks and case studies of winning campaigns from Cannes Lions 2020.



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