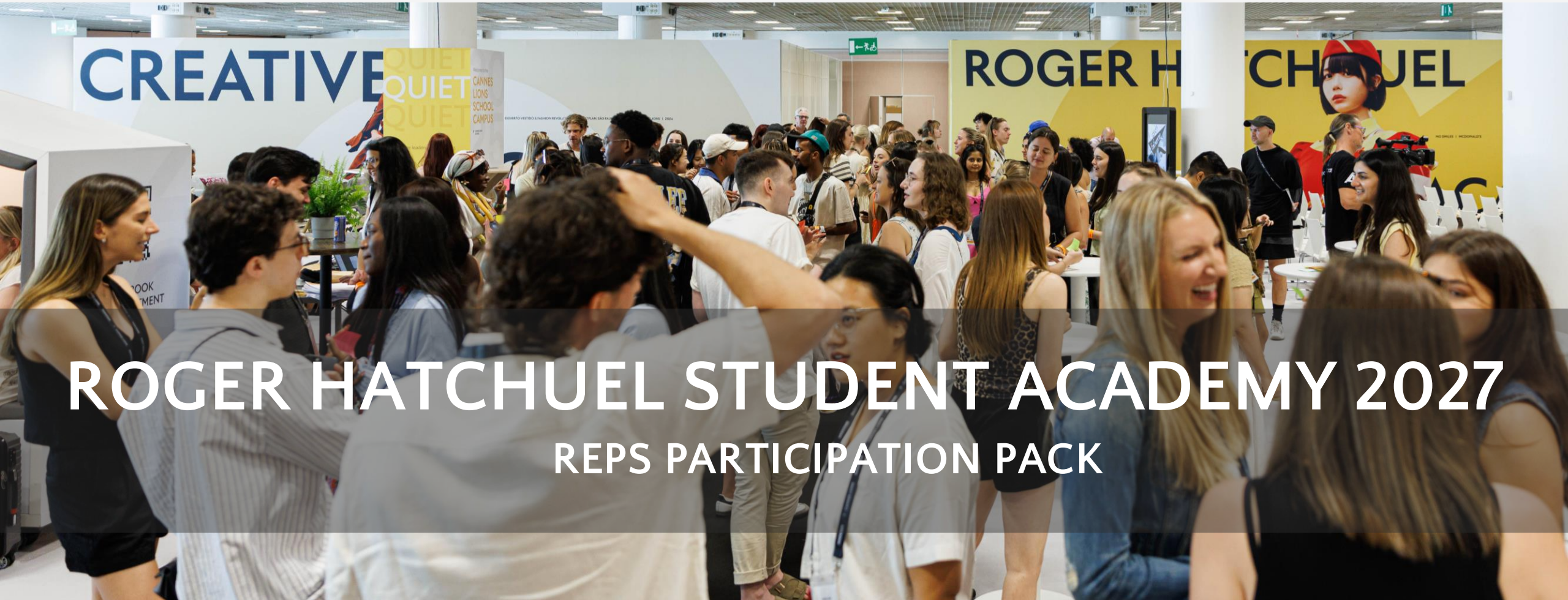
CANNES LIONS SCHOOL



ROGER HATCHUEL STUDENT ACADEMY 2027

REPS PARTICIPATION PACK

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.







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.

1

Professional Development

Uncover different creative avenues. Discover the art of storytelling, ideation and creative agility. Learn to solve a brief in 72 hours. Perfect your pitch and how to network.

2

Personal Development

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.

3

Grow Your Network

Connect to a global network of like-minded peers, speakers, classroom mentors, award-winning creatives and over 13,000 Festival delegates. Some of these will become lifelong friends, trusted advisors and business partners.



Benefits of Attending

Customised Programme

The Academy programme 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 programme 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.

THE ACADEMY TEAM & STUDENTS

Course Leader



Lissy Calienes, Associate Instructional Professor & Senior Lecturer, College of Journalism and Communications, University of Florida

Lissy is a seasoned creative strategist, designer, visual storyteller, and educator whose three-decade career has taken her through advertising, film, and academia. Currently, she shapes the minds of future advertising professionals as an Associate Instructional Professor in the University of Florida's Advertising Department.

Born to Cuban immigrants in Wilmington, Delaware and raised in Puerto Rico, Lissy learned to be culturally adaptable from an early age. She has lived in the Caribbean and both coasts of the U.S., and worked globally, with a focus on Latin America, U.S. Hispanic, and multicultural markets. Lissy has held senior leadership roles agency side in both Creative and Strategic Planning, working on global, regional and national client business for some of the top brands in the world including Procter & Gamble, Coca-Cola and Toyota. Her advertising work has earned recognition by AdAge, Adweek and POPAI, and her films have been featured at Sundance and other international festivals.

Lissy is dedicated to advancing Latino representation through her work in advertising and film. She's helped create groundbreaking multicultural campaigns, including Toyota's first bilingual Super Bowl commercial, and her films tell heartfelt stories of Latino communities in the U.S. Her commitment extends to her role as a mentor and advisor to students and multicultural student organizations, her active involvement on the Community + Culture Committee, and her work as a juror for the ANA Multicultural Excellence Awards.

Fascinated by people, Lissy's research focuses on human-centered design and her PhD uncovers how to communicate authenticity through design in retail spaces. A lifelong learner, eternal optimist and creative problem solver, Lissy brings passion and insight to everything she does.

Alumni Quotes

"The Roger Hatchuel Academy was a turning point for me. It made me feel seen, valued, and ready to dream bigger. I came from Kazakhstan, but left Cannes with a global mindset and a new creative family. Every young creative deserves to feel this."

Ayazhan Maulitova
Turan University, Kazakhstan

"The Roger Hatchuel Student Academy was a unique opportunity that exceeded my expectations. This week challenged and inspired me in ways I'll carry with me throughout my career. I left with new ideas, lifelong friendships, and the confidence to stand up for the ideas that matter."

Isabel van Munster
University of Amsterdam, Netherlands

"This week at the Academy was definitely the best of my life. As a designer and student the creative world often feels huge and out of reach. But now I feel it is completely within my grasp like I have earned my place and truly belong."

Arianna Cárdenas
Universidad Casa Grande, Ecuador

2026 Participants

Bulgaria China Colombia Costa Rica Czech Republic Dominican Republic Ecuador Egypt Estonia Finland Georgia Germany Ghana Hong Kong Ireland Italy Kenya Mongolia Netherlands Norway Philippines Poland Portugal Puerto Rico Romania South Korea Spain Taiwan Turkey United Arab Emirates United Kingdom United States Venezuela

Class Composition

Every Festival Representative has the opportunity to send a student to Cannes Lions 2027.

There is **no registration fee** for your student.

Reps (and/or sponsors) are responsible for **travel and accommodation costs**, as well as a **per diem** (at least €50 per day) to ensure the students can buy food for the duration of their trip.

Deadline to request a space: Friday 31 October 2025.

Nomination deadline: Monday 2 February 2026.

30 student places



Who Are We Looking For

The Ideal Student Profile

- 18-25 years old and graduating in 2027
- Interested in pursuing advertising and creative communications
- Fluent English speaker: Able to confidently contribute to class discussions in English
- Permission to attend the full course (Sun 21 - Fri 26 June 2026)
- **Personality**: Evidence of being a creative thinker, curious, a leader, entrepreneurial, a storyteller, culturally in tune with society, the industry and current affairs. Open-minded towards different people and perspectives
- Community impact or 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 representative. 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
- Your 3 nominations must have at least 2 different genders represented and be from at least 2 different institutions. Please contact us if you have any questions or concerns

Possible Areas of Study

Advertising

Communications

Planning/Strategy

Media

PR

Business

Technology

Writing

Entertainment

Film

Art

Design



Student Expectations



Wednesday 21 June	THE POWER OF IDEAS, STORYTELLING AND CRAFT
08:30 - 09:30 CLASSROOM	**Fearless Creative Leadership: A Podcast with Charles Day and Simon Cook** Join Charles Day, author of Fearless Creative Leadership podcast, as he sits down for an exclusive conversation with Simon Cook, CEO of Cannes Lions. ***Charles Day, Founder, The Looking Glass*** ***Simon Cook, CEO, LIONS***
09:30 - 10:45 CLASSROOM	**Power of Ideas and Creative Evaluation** Find out about what makes powerful Creative Ideas that change the World and how to evaluate them through your gut feel first and a simple A, B ,C, D, E, F Guide after. ***Serfi Altun, Academy Dean*** ***Alara Orhon, Idea Bakery Master Chef***
11:00 - 12:00 EXHIBITION Palais Level -1	**Tour of the Work** Join two industry legends who have been on multiple Lions Festival juries for a tour of the 2023 Lions. Hear their insights into what won, why it won, and the process, opportunities and challenges of different briefs and projects. ***Tom Beckman, Global Chief Creative Officer, Weber Shandwick*** ***Youri Guerassimov, Chief Creative Officer, Marcel***
12:30 - 13:30 CLASSROOM	**Mistakeaways (over lunch)** Mistakes are the biggest learning tool in our industry. So we went back and analyzed the biggest mistakes we've made in our careers and the takeaways or learnings we got from each. From work, to creativity and life, how to learn from your mistakes is the biggest skill any creative person can have. ***Juan Javier Peña Plaza, Chief Creative Officer and Partner, North America, GUT*** ***Ricardo Casal, Chief Creative Officer and Partner, North America, CUT***
14:00 - 15:00 CLASSROOM	**A fireside chat with Madonna Badger** Meet the industry leader who has driven conversation and culture in her years of creating thought provoking, paradigm shifting work. Her work has disrupted the industry standards of the objectification of women and redefined how brands communicate to, and for, marginalised groups. Madonna is the embodiment of courage, strength and perseverance. Join our fireside chat to get inspired by how she and her team find the soul of brands to lead with purpose, through imagination and intention. ***Madonna Badger, Founder, CEO and COO, Badger Agency***
15:30 - 17:00 WHALAR CABANA	**Whalar Presents: TikTok Creation Lab (All Academies)** Join Whalar and a group of creators for a fast-paced and energetic content creation workshop. During this exciting and interactive session, attendees will be broken up into small groups and will have 30 minutes to collaborate to create a TikTok based on a given product and theme.

Sample day schedule

The Roger Hatchuel Student Academy is an intensive learning programme and students are expected to give their all to maximize their takeaways from the experience.

A Roger Hatchuel 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 demeanour
- **Inclusive:** accepting of others and able to work with and value people from different backgrounds

KEY DATES & PROCESSES

Timeline

30 OCTOBER
DEADLINE FOR REPS TO CONFIRM PARTICIPATION

1 FEBRUARY
NOMINATION DEADLINE
Reps submit top 3 student nominations

***MONTH OF* FEBRUARY**
JUDGING
LIONS reviews nominations and judging begins

8 MARCH
WINNER SENT TO REPS
Lions sends winning name to reps; reps to confirm details for news story

15 MARCH
DEADLINE FOR REPS TO NOTIFY STUDENTS
Reps inform students and collect winner's details for pass registration

26 MARCH
DEADLINE FOR REPS TO REGISTER WINNING STUDENT

5APRIL
RHSA CLASS OF 2026 ANNOUNCED
News story

How To: Submit Your 3 Nominations

For each of your 3 nominations, you must fill out the **Roger Hatchuel Student Academy Nominations form**.

This is accessible via the Competitions Platform.



As part of the application, for each nominee you must upload:

- A CV
- A 2-minute video showing us who they are, how they are creative and why they deserve a space at the Academy
- A photo to feature on our website if they are selected

Judging Criteria

Students will be judged on their:

1. **Creativity**
2. **Suitability**
3. **Global industry readiness**
4. **Storytelling & video presentation**
5. **English proficiency**



Video Tips

We'll be reviewing hundreds of applications from all over the world.

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!



NEW FOR 2027

How To: Register Your Student

- We have changed the Roger Hatchuel Student pass registration to match the Competition pass process
- Both pass type will be placed under your representative umbrella

Confirming Your Roger Hatchuel Academy Student Pass

- Create an Account or Log in to your existing account to access the Pass Manager **using the pass contact email you have provided us with**
- Find the Roger Hatchuel Student Academy pass and select **'Provide More Details'**
- Enter the delegate's name, details and a recent headshot, then save and close



How To: Book Accommodation

Cannes Lions has a partner we work with to get you the best hotel rates called Bnetwork.

Here's how to book a room through this service:

1. **Book your student's pass (can be 'nameless' - see previous slide for details)**
2. **Once you've booked their pass, click on "Your Accommodation bookings" and then "Manage accommodation"**
3. **You'll be taken to Bnetwork where you can select your hotel, room and dates of stay**
4. **Finalise your payment.**



Not sure where to book?

Pierre et Vacances Cannes Villa Francia

Address: 33 avenue Amiral Wester Wemy'ss , 06150 Cannes, France

Cost: Approx. 100€/night

Distance from Palais: 35min by foot, 7min by hotel shuttle service / taxi

Why: Lower cost option with shuttle service

When to book: Rooms are already available to book by all Cannes Lions delegates and tend to get reserved quickly. We recommend you book as far in advance to the Festival as possible.

IMPORTANT 2026 TAKEAWAYS

2026 Student Feedback

Accommodations

- Transportation & distance from the festival
- No air conditioning – the norm for France
- 2026 Accommodation stats (based on 15 delegate responses)
  - Lowest cost: €300
  - Highest cost: **€3,000+**
  - Median cost: €900
  - Average cost: €1,081.47



2026 Student Feedback

How could your rep have supported you better?

- Warned delegates of the costs in Cannes
- Support navigating transportation
- Connected delegates to fellow delegates from home country (previous RHSA, Young Lions etc.)
- Helped from feeling isolated (rep connect with delegate throughout the week)



2026 Student Feedback

What did your reps do well?

- Checked in throughout the week
- Connected delegates to other home country delegates
- Pre-festival 1-1 meetings to prepare delegates for the festival
- Made themselves available to contact before and during the festival



THANK YOU.

Any questions?

Please get in touch with Olivia Fitton-Brown

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