

## Flying Bridges, “Roars” at Cannes Lions: BBC Sponsored Young Cannes Lions Media Academy Develops Exchange 2013: EC<sup>2</sup> Forum Media Strategy

15-21 June, 2013



Outside Cannes Lions 2013.

Cannes, France – **Flying Bridges** latest initiative – **The Next Generation Leadership Exchange** - was selected by BBC sponsored **Cannes Lions Young Media Academy** and led by **Maria Luisa Francoli**, formerly global CEO of **MPG** and **Havas Media North America** and **Tim Baynes**, recognized “pitch doctor” and consultant who earned his stripes at **BBC Worldwide**, **Microsoft Advertising**, and **Rogen International**. The young professionals (late 20’s – early 30’s from the world’s leading media houses) competed in teams to develop a media strategy for this year’s **Exchange 2013: EC<sup>2</sup> Forum** to be used as part of the Forum’s communications launch in early September.

**Exchange 2013: EC<sup>2</sup> Forum** is all about how the interplay of media, marketing content, and education can address critical factors influencing the next generation of leaders – who better to develop this message than the digital generation working for today’s leading media houses.” Ms. Adams said. Adams continued, “*Maria, Tim, and I are very impressed with the calibre and capabilities of the young professionals – while one team won, we all agree that each team exceeded our expectations and offered powerful and impactful strategies that Flying Bridges will implement on behalf of Forum sponsors, participants, and purpose.*” “*The Festival provides a great opportunity because of the pool of talent, brains, and inspiring people that attend*” Francoli explained in an interview in the Lions Daily News.



Media professionals as part of BBC sponsored Cannes Lions Young Media Academy develop Exchange strategy.



Backstage conversation with BBC’s Babita Sharma.

Adams concluded “*as a speaker, I learned a lot from my “green room” conversations with today’s top creative leaders, including Designer, Vivienne Westwood; CEO Maurice Levy, Publicis; CEO Muhtar Kent, Coca-Cola, and BBC correspondent Babita Sharma. These insightful conversations strengthened Flying Bridges’ commitment to providing business with social impact opportunities based on feasible and practical action steps that align with their core operations.*” We look forward to a long relationship with Cannes Lions and are encouraged by their commitment to define and integrate “purpose” into marketing, advertising, and social media.

The Cannes Lions International Festival of Creativity is the world's largest celebration of creativity in communications in all of its forms. The week-long Festival takes place each year in the city of Cannes in the south of France in June and soon follows the very popular Cannes Lions Film Festival.

The Next Generation Leadership Exchange 2013 [EC<sup>2</sup>](#) Forum will take place on 10-11 October at the OECD, Paris, France.

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