



International Advertising Association
GLOBAL OFFICE

747 Third Avenue, 2nd Floor
New York, NY 10017
United States of America
Tel: + 1 646 722 2612
Fax: + 1 646 722 2501
E-mail: michael.lee@iaaglobal.org

Press Release

IAA TO TALK KEY AD INDUSTRY ISSUES AT 2017 CANNES LIONS *The IAA Studio To Focus On ‘What’s Coming Next?’*

NEW YORK, NY (June 16th, 2017) –The International Advertising Association ([IAA](#)) is returning as an Official Partner during the 2017 Cannes Lions International Festival of Creativity. Situated in Cabana Town, the 2017 IAA Studio will host a star-studded line-up featuring major brand and media executives, and digital industry thought leaders who will share their unique perspective on this year’s IAA theme “What’s Coming Next.” The dynamic sessions and insightful speakers will address the industry’s biggest issues and topics—including media transparency, the changing face of agencies, programmatic, what’s new in digital creativity, trust, and fake news.

“Now in its third year, the IAA Studio has become the go-to destination for our members and guests to hear thought-provoking speakers and panels and have insightful dialogue amongst peers on the issues that matter most in today’s industry,” said Felix Tataru, Chairman and World President of IAA. “This year’s exceptional line-up of speakers will undoubtedly provide unique perspectives on the current state of advertising while setting IAA’s unique focus on what lies ahead. Our thought leadership approach could not have been possible without our amazing partners.”

Notable executives and advertising heavyweights slated to speak include:

- Chris Dobson, Chief Executive Officer, The Exchange Lab
- Rob Norman, Chief Digital Officer, GroupM
- Mark Penn, Co-Chief Executive Officer, The Stagwell Group
- Marc Pritchard, Chief Brand Officer, P&G
- Babs Rangaiah, Executive Partner, Global Marketing, IBM iX

The 2017 IAA Studio roster also includes industry thought leaders from Accenture, Bloomberg Media, Carla Michelotti LLC, Choiz, Code and Theory, Comet, Crossmedia, Financial Times, Flipboard, FP7 McCann Group UAE, GMP Group, Hasan & Partners Group, InSkin Media, InterContinental Hotels Group, Karma Group, Lagardere Global Media, MaxPoint, Maxus Global, P&G, PwC, Reed Smith LLP, Reuters, SI Partners, Smartology, Talon, Talentarc, The Network One, Telegraph Media Group, The Vision Network, The Washington Post, and The Works Sydney.

The official partners for this year’s program include The Exchange Lab along with Abu Dhabi Media, Choiz, Comet, Crossmedia, Lagardere Global Media, Financial Times, Flipboard, Inskin Media, MaxPoint, Reuters, Smartology, Talon, and The Vision Network.



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The events will be held June 19-23 during the 2017 Cannes Festival of Creativity and are open to IAA members, delegates and IAA partners and their guests. In addition, IAA will be publishing daily video highlights throughout the week that include exclusive interviews filmed from the IAA Studio. To view this year's video highlights and ones from previous years, go to www.iaa.plus.

For more information contact:

Michael Lee, Managing Director, IAA
T +1 646 722 2611
M +1 203 252 7319
Michael.lee@iaaglobal.org

International Advertising Association

The International Advertising Association (IAA), headquartered in New York, was founded in 1938 to champion responsible marketing. The IAA, with members in over 40 countries, is a one-of-a-kind global partnership comprising advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals. For more information please visit www.iaaglobal.org