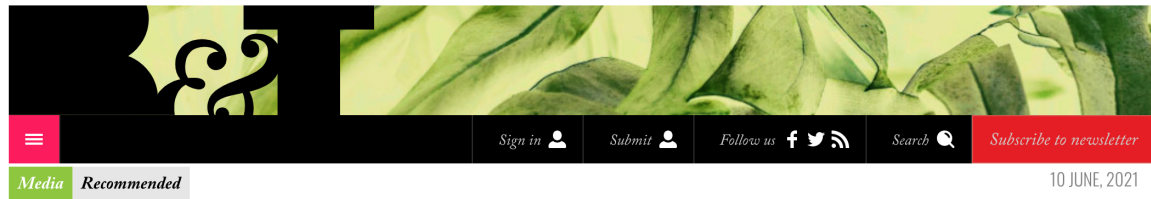
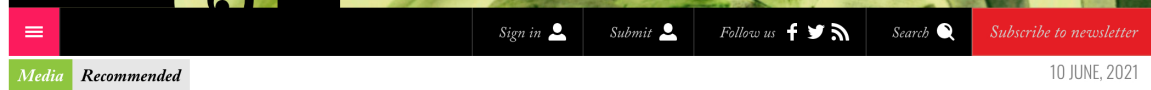
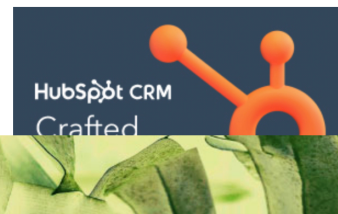




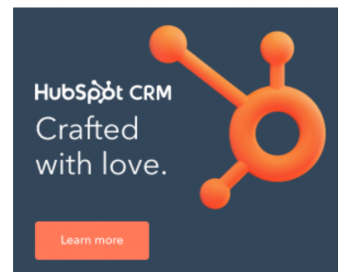
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CANNES IN CAIRNS IS HEATING UP WITH



CANNES IN CAIRNS IS HEATING UP WITH MORE SPEAKER ANNOUNCEMENTS!



PROFESSIONAL DEVELOPMENT



By
KATHLEEN FARMILO



SHARE
THIS



WE KNOW YOU KNOW ABOUT CANNES IN CAIRNS, OUR THREE-DAY SPECTACULAR ADLAND BONANZA. THE ONLY QUESTION THAT REMAINS IS WHAT SWIMMERS YOU'RE PACKING TO JOIN US THERE!

We just can't wait to hop on a plane up to North Queensland and celebrate all the best the industry has to offer. With an average August temperature of 28 degrees, some of Australia's most stunning natural sites a mere stone's throw away and a fantastic line-up of compelling, clever, and accomplished speakers, Cairns is the place to be.

Now is the time to **book those tickets** and get



ENVISIONING THE FUTURE OF TARGETED ADVERTISING: WHERE DO WE GO FROM HERE?



LIFE AT LINKEDIN WITH HEAD OF AGENCY & CHANNEL SALES LARA BROWNLOW



MAKE YOUR CX STAND OUT FROM THE COMPETITION



yourself a funky new pair of budgie smugglers, because Cannes in Cairns is the must-not-miss-event of 2021...and maybe even of the decade.

We've already announced a **heady slew of speakers**, and today, we're thrilled to announce more.

New panels on the list include:

- **Dishing the dirt on the pitch** with Darren Woolley and Greg Graham, two of Oz's most seasoned pitch maestros. They'll be sharing their wisdom and teaching you how to navigate that fine art: pitching.
- **Taking the tactile online with Australia Post** investigates how you successfully transform a brand all about print into a thriving digital powerhouse. Featuring Amber Collins and Nicole Sheffield, it's bound to be a doozy.
- **Selling Australia to Aussies** sees Susan Coghill discuss how Tourism Australia created one of the year's most successful campaigns, and how the industry convinced consumers that the places they are from still had surprises in store.
- **You can't ask that!** Australia's favourite German export (after the frankfurter) Jens Monsees is here to host a no holds barred session on what works – and what doesn't – at home and abroad.

Our fantastic list of speakers and moderators has also grown to include:

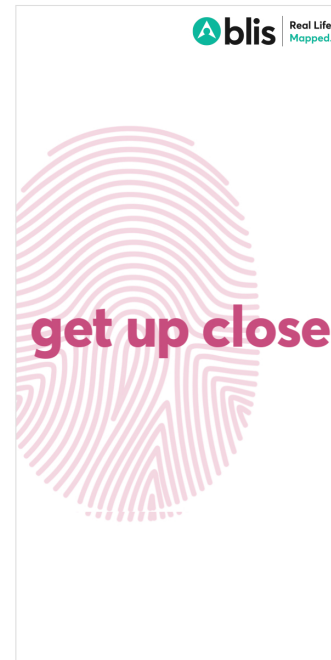
- Seb Rennie, GroupM
- Lucille McCart, Bumble
- Brian Vella, AKQA
- Sunita Gloster, Gloster Advisory, Accenture Australia and UN Women Australia
- Gai Le Roy, IAB
- Keeva Stratton, Quip Brands.

Phew! Impressive, right?

Thank you so much to our principal sponsor, Pinterest, and all of our other supporters for making Cannes in Cairns happen.

Remember, you can buy tickets **HERE** and find more info about Cannes in Cairns on the **official website**. We can't wait to see you there!

■ FACEBOOK'S DISCOVERY
COMMERCE: THE BRANDS
WINNING THE DIGITAL
WORLD



PRESENTING PARTNER



GOLD PARTNERS



SILVER PARTNERS



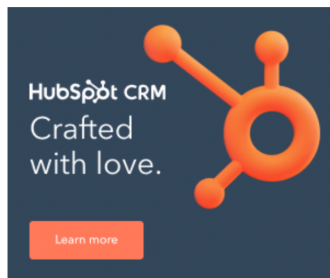
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CANNES IN CAIRNS

LATEST NEWS

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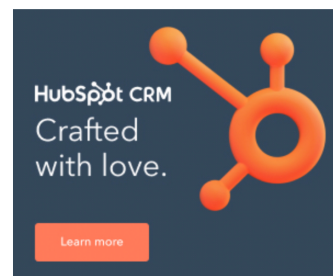
KATHMANDU HOSTS URBAN ZIPLINE EVENT IN PARTNERSHIP WITH BEYOND BLUE

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Marketing

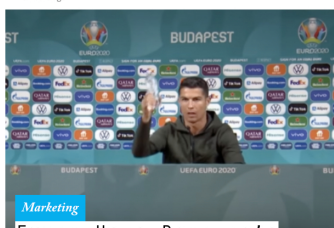
VICTORIA'S SECRET TO NO LONGER CALL AMBASSADORS 'ANGELS' AS PART OF MAJOR



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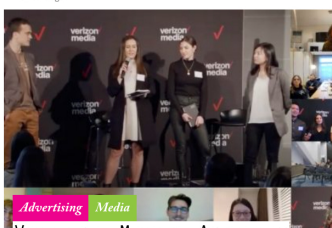


Marketing

EVIAN USES RONALDO'S \$5.2 BILLION "DRINK WATER" STUNT IN OWN MARKETING

REPORT OF HUBSPOT REBRAND

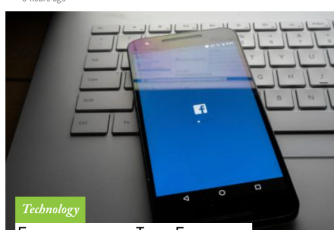
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Advertising Media

VERIZON MEDIA ACADEMY ENDS FOR 2021 WITH YOUTH CHARITY PITCH-OFF

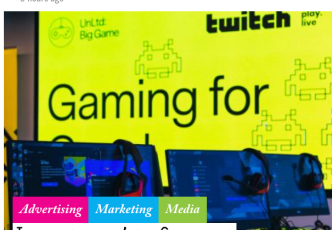
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Technology

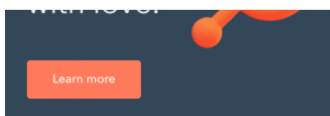
FACEBOOK TO EXPAND TRANSPARENCY AROUND POLITICAL AND SOCIAL ISSUE ADS IN AUSTRALIA

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INDUSTRY'S GAMERS UNITE FOR UNLTD'S VIRTUAL ROCKET LEAGUE COMP



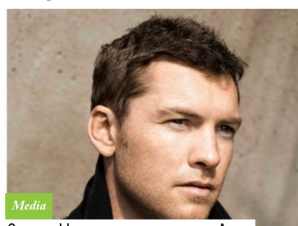
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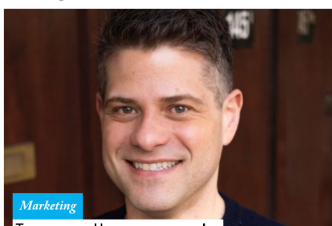
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Media

SAM WORTHINGTON AND PHOEBE TONKIN TO STAR IN NEW STAN ORIGINAL FILM 'TRANSFUSION'

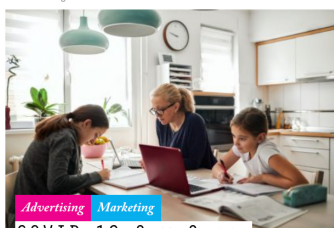
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TOMMY HILFIGER'S FORMER GLOBAL CMO JOINS CELEBRITY CRUISES

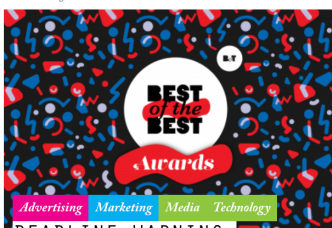
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COVID-19 SAW STOCK IMAGERY RETURN TO HARMFUL GENDER STEREOTYPES

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DEADLINE WARNING: ENTRIES FOR BEST OF THE BEST AWARDS CLOSE NEXT FRIDAY!

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Media **ME TO GB NEWS**
"MIKE HUNT, HUGH JANUS
& MIKE OXLONG!" RIGHT
WING BROADCASTER GETS
PRANKED BY ITS OWN
VIEWERS

Marketing
SAATCHI & SAATCHI
APPOINTS GEORGIA JONES
MELBOURNE GENERAL
MANAGER

Beware of CRM
made with M&A.

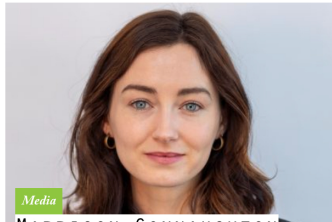
Most CRMs are cobbled together
with duct tape and acquisitions.
HubSpot CRM is crafted with love.



HubSpot CRM

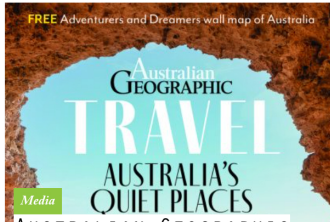
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MADDISON CONNAUGHTON
ENDS TIME AS EDITOR OF
THE SATURDAY PAPER

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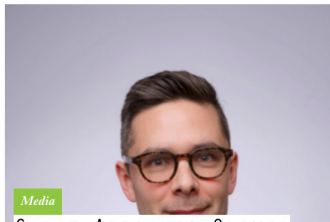
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FREE Adventurers and Dreamers wall map of Australia
AUSTRALIAN GEOGRAPHIC
AND TOURISM AUSTRALIA
PARTNER FOR SPECIAL
EDITION, 'AUSTRALIA'S
QUIET PLACES'

11 hours ago



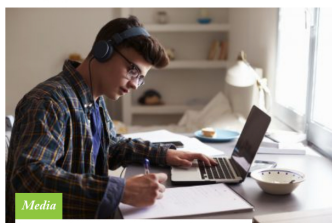
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THURSDAY TV WRAP: TWO-
MINUTE NOODLE
CHALLENGE SEES
MASTERCHEF TOP
ENTERTAINMENT BUT
SEVEN TAKES THE NIGHT

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CARAT APPOINTS OLIVER
CARTHY HEAD OF DIGITAL

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Media
NEW RESEARCH NAMES
OLIVIA RODRIGO AND BTS
THE MOST POPULAR STUDY
MUSIC

12 hours ago



Advertising
NOEL GALLAGHER WANTS
TO SELL OASIS' BACK
CATALOGUE FOR \$367M SO
THE SONGS CAN BE USED
IN "MCDONALD'S
ADVERTS"

Beware of CRM
made with M&A.

Most CRMs are cobbled together
with duct tape and acquisitions.
HubSpot CRM is crafted with love.



HubSpot CRM

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MAJOR NEW SPONSORS NAMED FOR NINE'S AUSTRALIAN NINJA WARRIOR, INCLUDING KFC, ALDI AND BENDIGO BANK

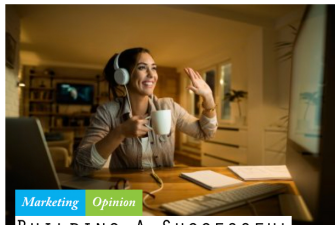
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CANNES LIONS ANNOUNCES AWARDS ENTRY NUMBERS FOR 2021 BEFORE LIONS LIVE LAUNCH NEXT WEEK

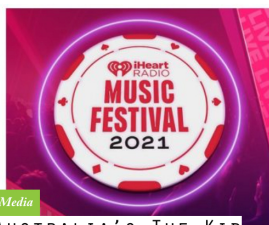
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Marketing Opinion

BUILDING A SUCCESSFUL REMOTE MARKETING TEAM

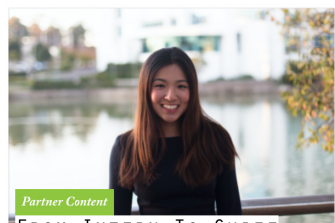
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Media

AUSTRALIA'S THE KID LAROI JOINS BILLIE EILISH, DUA LIPA, OLIVIA RODRIGO AND MORE IN IHEARTRADIO FESTIVAL LINE-UP

1 day ago




Partner Content

FROM INTERN TO CHIEF OF STAFF IN FIVE YEARS: ATCLASSIAN'S HELEN XUE SHARES HER THREE PILLARS FOR PROFESSIONAL DEVELOPMENT



Marketing


SHOP! ANZ CALLS ON INDUSTRY TO PARTICIPATE IN ANZ SHOPPER AND RETAIL MARKETING INDUSTRY SURVEY



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Opinion

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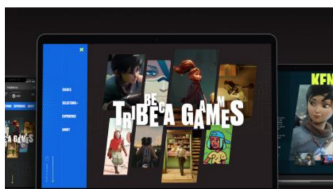
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WOOLIES' RETAIL MEDIA BUSINESS CARTOLOGY ANNOUNCES NEW APPOINTMENTS

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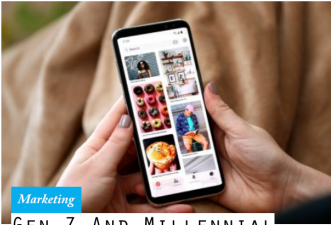


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WPP'S CHIEF PEOPLE
OFFICER LISA SHEEHAN
LATEST TO DEPART

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PINTEREST USERS REVEAL
WHAT INSPIRES THEIR
POST-PANDEMIC SHOPPING

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INNOVATIVE GAME
EXPERIENCE PLATFORM
FOR TRIBECA FESTIVAL

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