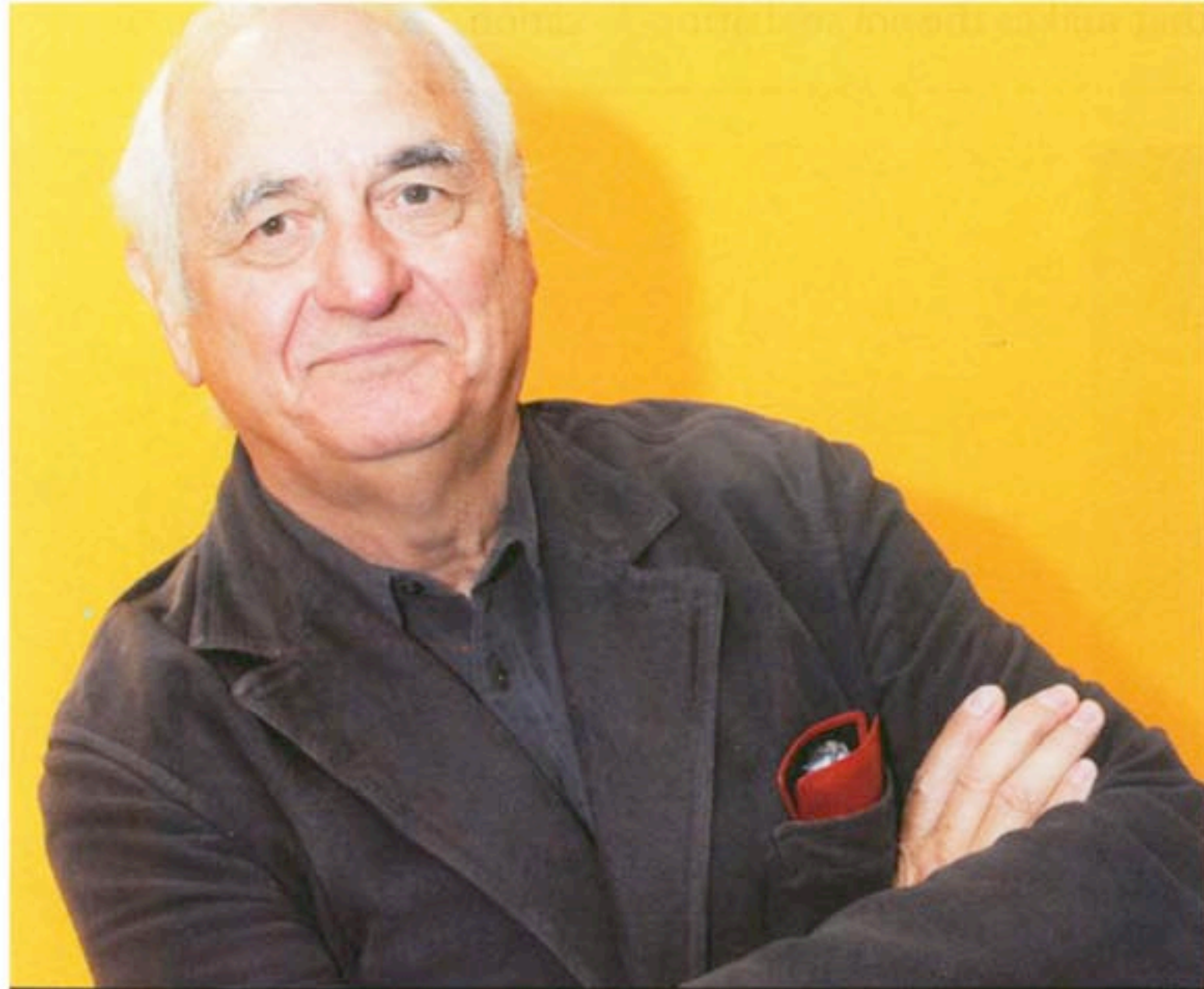


# Turning great creatives into great leaders



The Berlin School's Michael Conrad: "The idea is to combine what we do in Berlin with the Cannes Festival"

**THE CANNES** Festival has partnered with the Berlin School of Creative Leadership in a new venture called The Cannes Creative Leaders Programme. The two-week training initiative began with a week at the Berlin School of Creative Leadership and has continued in Cannes with seminars and special sessions.

Among the roster of guest speakers are Sir Martin Sorrell, CEO of WPP Worldwide; Rory Sutherland, vice-chairman of Ogilvy; Marcello Serpa, AlmapBBDO's executive creative director; Chuck Porter, co-chairman of Crispin Porter + Bogusky; and Jim Stengel,

former chief marketing officer of P&G and now adjunct professor of marketing at UCLA.

Students range from 28 to 56, but all are in creative-leadership positions or about to step up to lead a team.

"Our school is about advertising, media, entertainment, design and marketing," said Michael Conrad, president of the Berlin School, "Our mission is to turn great creatives into great creative leaders."

David Slocum, professor and faculty director of the executive MBA programme at the Berlin School, added: "The idea is to combine what we

do in Berlin with the Cannes Festival as a global classroom. All of the students have ideas about where their agencies could go next and what the business models could be. But we are entering a new world and the real challenge is to figure out a new paradigm for creative leadership."

Students will finish up on Saturday by unveiling their own strategies for creative excellence.

Delegates and the press are invited to an open-house session on Wednesday, June 23, between 17.00–18.30, which will feature these presentations from the Berlin School. ■