



Tracks & Fields management team to present at Cannes Lions Festival 2018

Description



The world's biggest festival and awards ceremony for the creative and marketing industries, Cannes Lions, will be taking place this summer in the south of France.

The prestigious international event has been championing creativity since 1954, and this year our management team, Christian Mix-Linzer and Steve Bartlik, are among the list of industry leaders who will take to the presentation stage in June.

The festival's five-day programme of talks will be divided into content 'tracks', with each track examining creativity from a specific perspective. Of this year's nine tracks which include Health, Reach, Innovation and Impact Christian and Steve will present during 'Craft', which is geared towards copywriters, art directors and creative directors, with the intent of giving insight into the art of bringing creative ideas to life.

BBDO President and CEO Andrew Robertson, plus Umma Saini, Creative Director of BBDO Singapore, as well as David Droga of Droga5, Executive Chairman of Ogilvy South Asia, Piyush Pandey, and Founder of Corcoise Films, Prasoon Pandey, will feature alongside Christian during the Craft track.

Passes for Cannes Lion 2018 can be purchased [here](#).