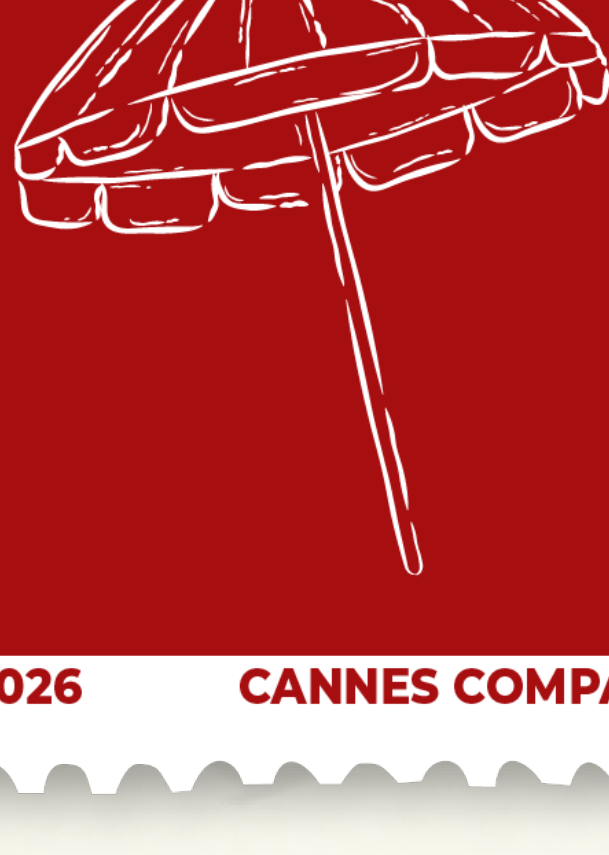


ADAPTOR

The Experience Architect

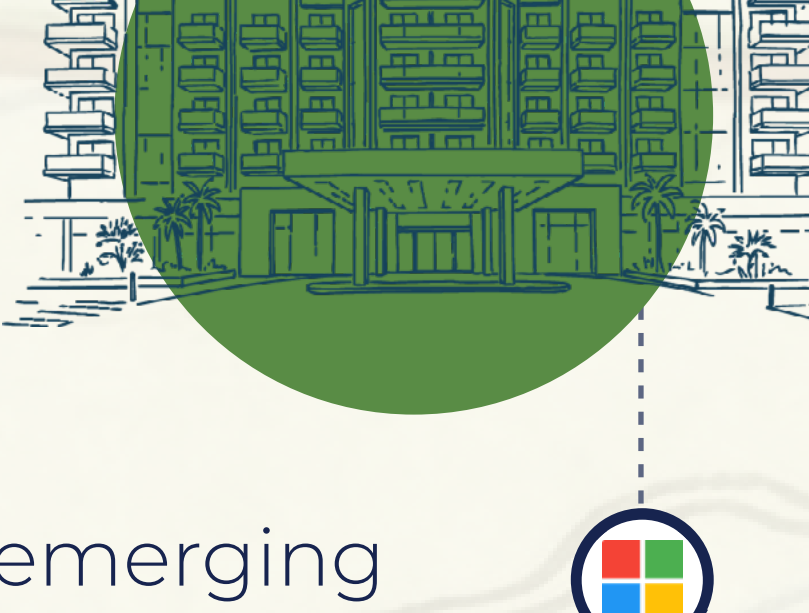


2026 CANNES COMPASS

Your Cannes Compass

These are the moments you won't want to miss as an **Adaptor** on the **Experience Pathway** at Cannes Lions.

Thank you to Brandon Smithwick of Content to Commas for the beautifully curated "Cannes Lions 2026 Unofficial Event List"

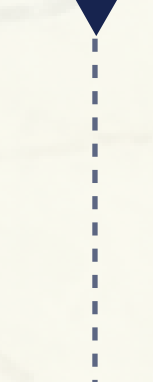


Learning Recommendations

Explore Copilot demos and emerging technologies at the [Microsoft Gardens](#).

Catch rapid-fire predictions on agentic AI at Wednesday's [Hot Takes session](#).

Join daily Cafe Conversations on AI-native marketing at the [SiteCabana](#).

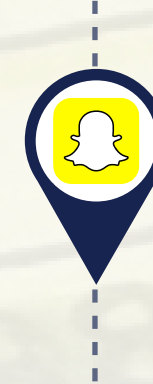


Exploration Recommendations

Step into an immersive augmented-reality art experience with [Snapchat](#) at [La Malmaison](#).

Play and experiment with the latest AI product demos at [Meta Beach](#).

Explore emerging tech and creative AI applications at the [AI & Tech Sandbox by PMG](#).



Connection Recommendations

Network with the adtech community at Monday's [Limelight Inc kickoff lunch](#).

Experience networking and cosmic fortune aboard the tech-forward [Cognitiv E-Motion yacht](#).

Mingle with leaders across sport, business, and culture at [Stagwell's Sport Beach](#).



Your **Cannes Compass Digital Wallet Pass** will be sent to your inbox closer to the event.

What does it mean to be an Adaptor?



As an Adaptor, you are drawn to the absolute cutting edge of ideas, spatial computing, and technology.

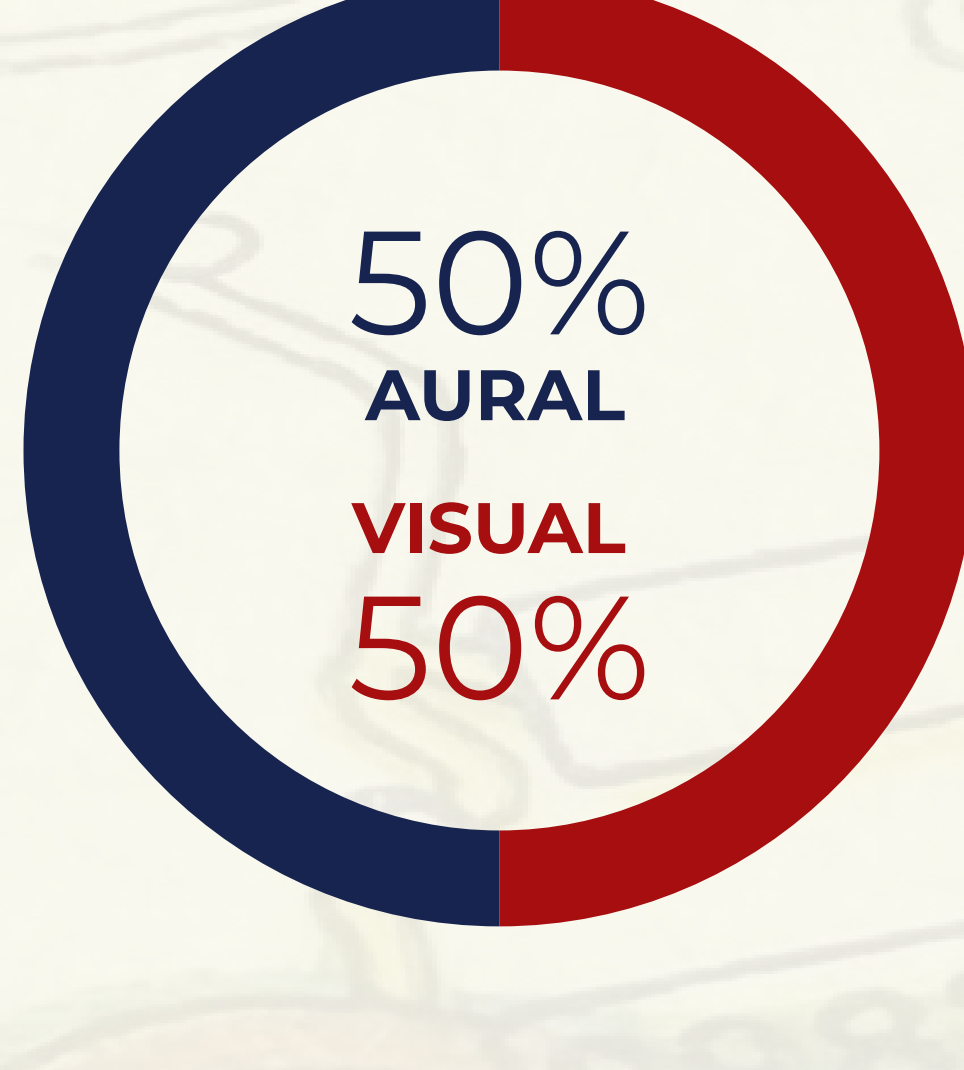
Whether it's testing a brand's AI-driven beach activation or finding unconventional ways to navigate the Palais, you live in the moment and use your tech-savvy intuition to "crack the code" of the festival.

Learning Preferences

How we process information

Observes reactions to develop new theories

Learns best through active scenario testing

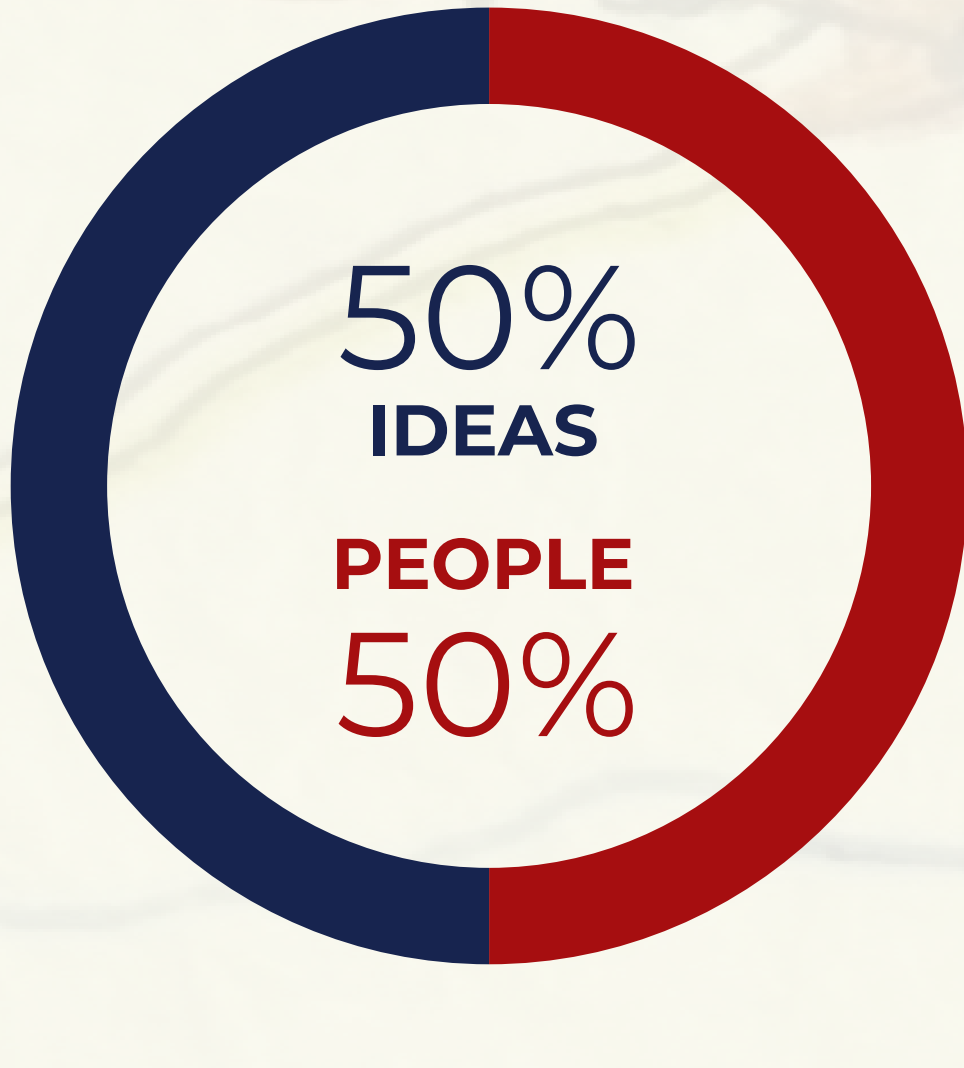


Interpretive Preferences

How we connect with content

Imagines big possibilities with a playful spirit

Loves breaking the mold through experimentation



Social Preferences

How we interact socially

Lives in the exciting present moment

Inspired by unconventional communication



Leadership Preferences

How we relate to teams

Leads with an open-minded, expressive curiosity

Boldly aims to solve the unsolvable



YOUR CREATIVE SYNERGIST

