

## IGNITER

The Momentum Maker



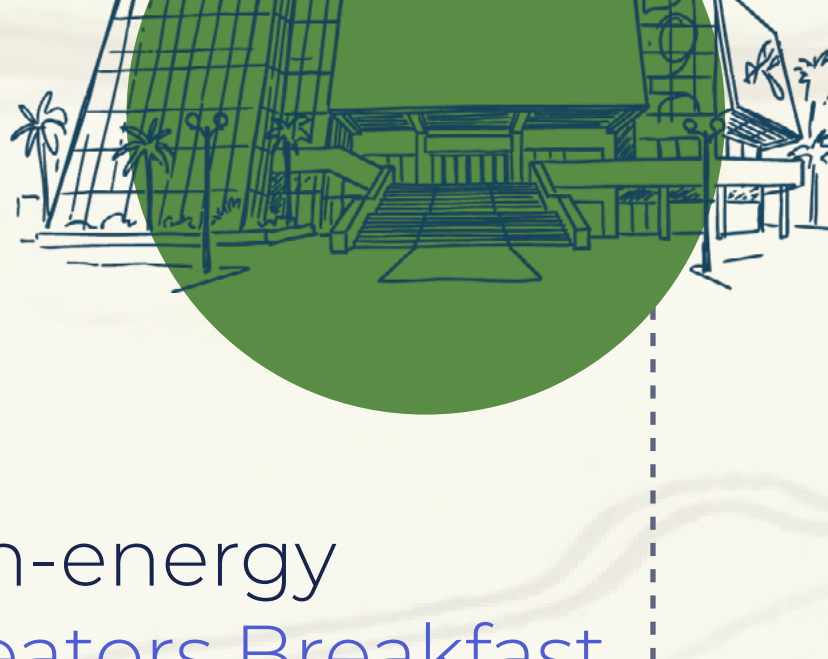
2026

CANNES COMPASS

# Your Cannes Compass

These are the moments you won't want to miss as an **Igniter** on the **Momentum 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

Kick off your week with high-energy inspiration at the [LIONS Creators Breakfast](#).

Soak up fresh perspectives at Wednesday's [Great Unlearn rooftop session](#).

Celebrate the industry's boldest wins at the [LIONS Friday Awards Show](#).



## Exploration Recommendations

Dive into the Y2K club culture energy at the [Tubi Cabana](#).

Enjoy happy hours, programming, and entertainment at the [Amazon Port](#).

Check out the intersection of sports, business, and culture at [Sport Beach](#).



## Connection Recommendations

Start your week with connections at the [Pre-Cannes Popup Party](#).

Build networking momentum at the marquee [Ad Age Cannes Lawn Party](#).

Catch a live DJ set and late-night disco energy at Tuesday's [AU Après Dark party](#).



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

## What does it mean to be an Igniter?



As an Igniter, you lead by rallying the collective and testing the limits of possibility on the Croisette.

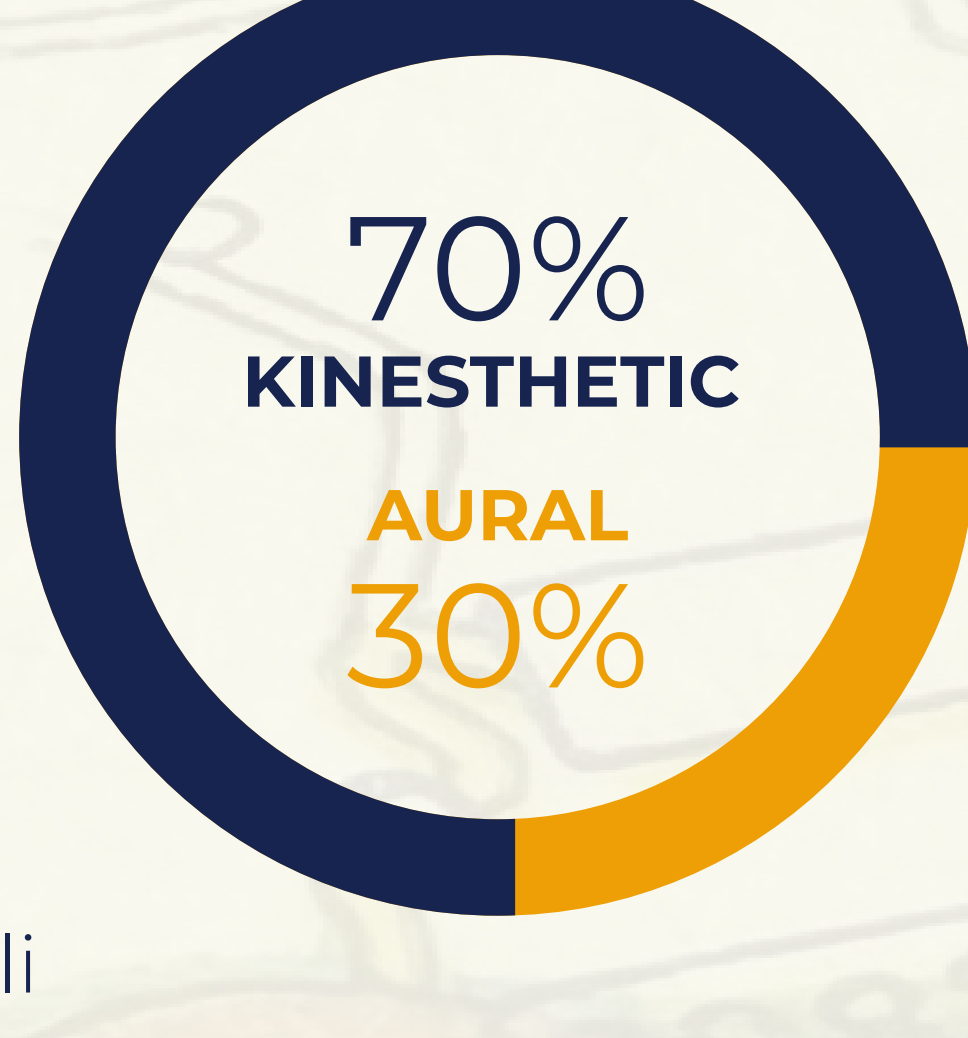
Driven by a desire to spark spontaneous partnerships and celebrate industry wins at high-energy mixers, you turn the massive scale of Cannes into unstoppable momentum for you and your network.

## Learning Preferences

How we process information

Loves group brainstorming and active learning

Highly motivated by creative external stimuli

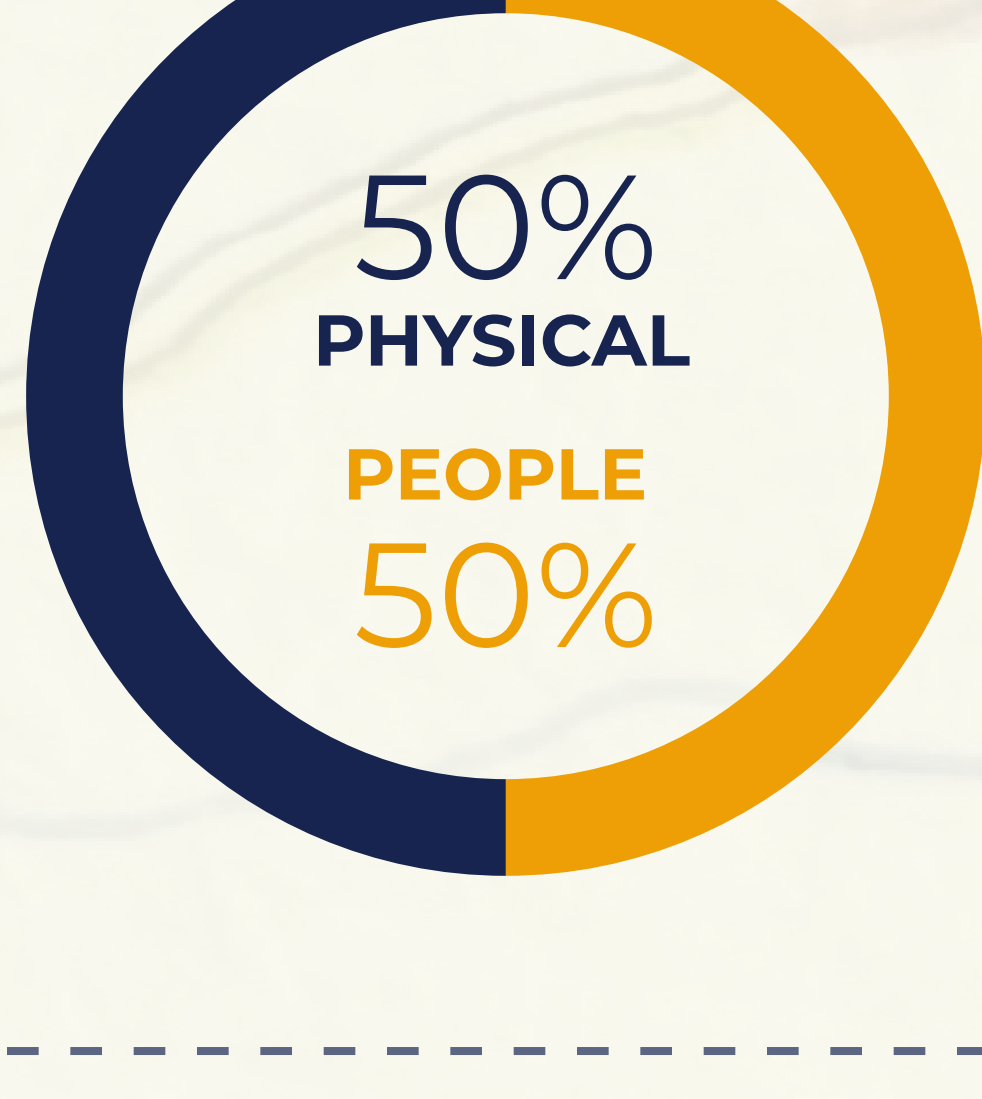


## Interpretive Preferences

How we connect with content

Uses tech to build strong communities

Needs engaging formats to stay interested



## Social Preferences

How we interact socially

Craves human connection and spontaneity

Loves pushing the limits with colleagues



## Leadership Preferences

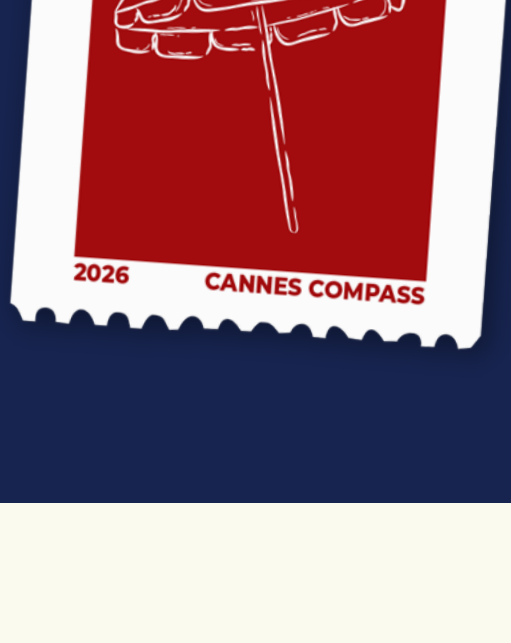
How we relate to teams

Leads with bold, fearless directions

Wild imagination, never limited by knowledge



YOUR CREATIVE SYNERGIST



ADAPTOR

The Experience Architect

2026

CANNES COMPASS