

THINKER

The Strategic Signal



2026

CANNES COMPASS

Your Cannes Compass

These are the moments you won't want to miss as a **Thinker** on the **Strategic Pathway** at Cannes Lions.

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

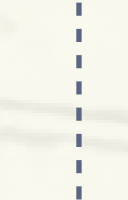


Learning Recommendations

Explore the value of trusted media at the [Financial Times' Wednesday session](#).

Analyze AI-driven campaign intelligence at [Kantar's Monday session](#).

Learn to turn AI spend into measurable returns at [Campaign House](#).



Exploration Recommendations

Discuss data collaboration and identity mapping at the [LiveRamp office](#).

Explore omnichannel personalization and smarter content lifecycles with [Deloitte Digital](#).

Dive into daily panels on data and customer engagement at [Salesforce Beach](#).



Connection Recommendations

Network with media leaders and newsmakers at the [WSJ Journal House](#).

Connect with marketers and founders at the [3C Ventures beach venue](#).

Engage in high-level industry discussions at [The Trade Desk's OpenHouse](#).



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

What does it mean to be a Thinker?



As a Thinker, you thrive as a pragmatic observer who values structured insights and logical problem-solving.

At a massive, fast-paced festival like Cannes, you succeed by developing a thoughtful, deliberate plan before diving into the Croisette, ensuring every session, panel, and connection has clear intention and measurable impact.

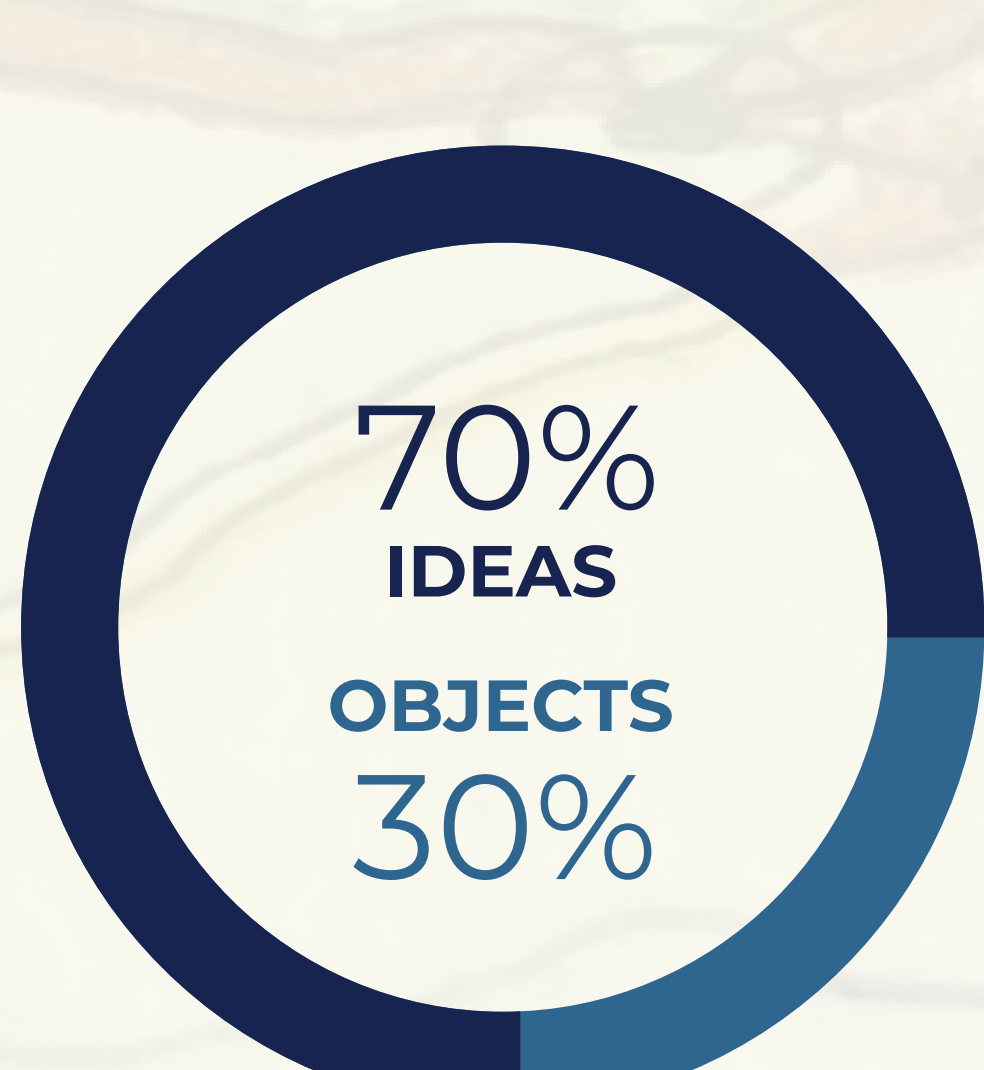
Learning Preferences

- How we process information
- Appreciates pre-work and core intent
- Quiet engagement leads them to active learning



Interpretive Preferences

- How we connect with content
- Experiences the world in practical ways
- Solves problems using resources already present



Social Preferences

- How we interact socially
- Pauses, listens, and analyzes before speaking
- Appreciates rules and well-designed programs



Leadership Preferences

- How we relate to teams
- Leads with clear strategy and detail
- Past learnings guide them into the future

YOUR CREATIVE SYNERGIST

