



# Your Cannes Compass

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



## LEARN

Dive into how fandoms move culture at Wednesday's [Brands&Culture session](#).

Explore timeless brand equity at the [Modern Heritage roundtable](#).

Unlock your unfair advantage at [The Cultural Edge session](#).



## EXPLORE

Catch live music and discover emerging artists at Tuesday's [Luminate showcase](#).

Check out unexpected brand activations on an [XP Land guided tour](#).

Discover purpose-driven work at Wednesday's [Open House for Good](#).

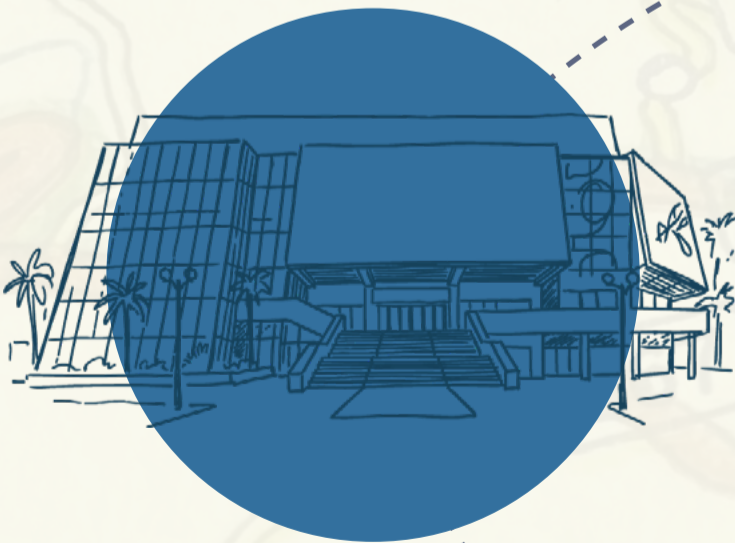


## CONNECT

Enjoy genuine conversation during a Wednesday morning stroll with [The NetWalking Collective](#).

Enjoy wellness sessions, giveaways, and discovery at [Yahoo Explorers Society](#).

Connect aboard a tall ship at Monday's [VIA in Cannes sunset drinks](#).



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

*Thank you to Brandon Smithwick of Content to Commas for the beautifully curated ["Cannes Lions 2026 Unofficial Event List"](#)*





# Your Cannes Compass

As an Explorer, you thrive when given the freedom to wander off the beaten path and reflect on the hidden narratives of the festival.

You absorb the Riviera environment like a time capsule, quietly synthesizing the massive influx of ideas and benchmarking cultural trends before mapping out your next big creative wave with your team.

CREATIVE  
SYNERGIST

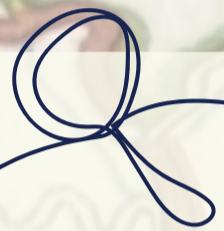
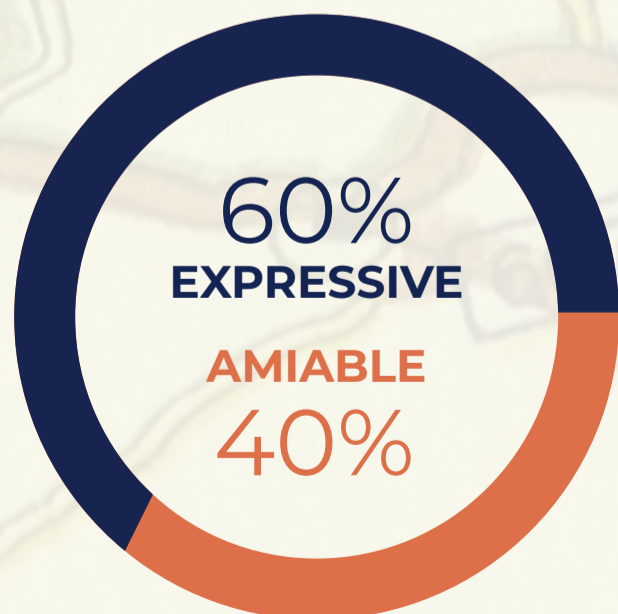


## SOCIAL PREFERENCE

How we interact socially

Seeks genuine, purpose-driven connections

Entirely driven by the journey

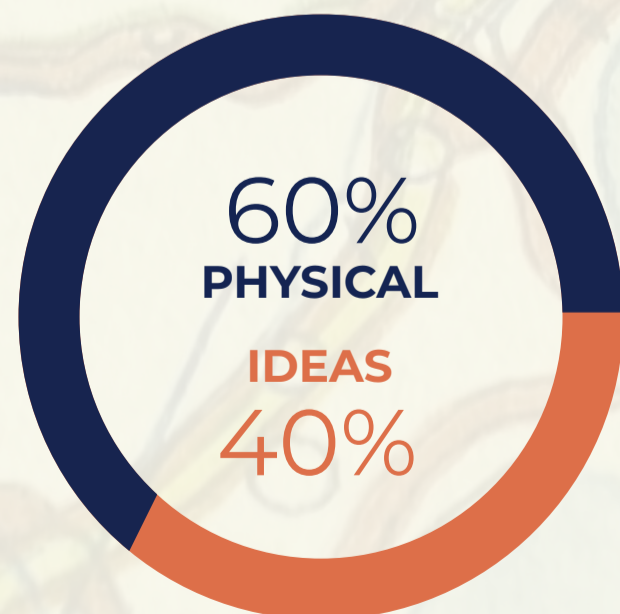


## INTERPRETIVE PREFERENCE

How we connect with content

Assesses environments to find new paths

Loves creative freedom and orchestrating serendipity



## LEARNING PREFERENCE

How we process information

Organizes thoughts by sketching and writing

Loves viewing data from new perspectives



## LEADERSHIP PREFERENCE

How we relate to teams

Constantly tests, reflects, and leads by example

Always asks what an experience taught them

