

# Your Cannes Compass

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

## LEARN

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](#).



## EXPLORE

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](#).



## CONNECT

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

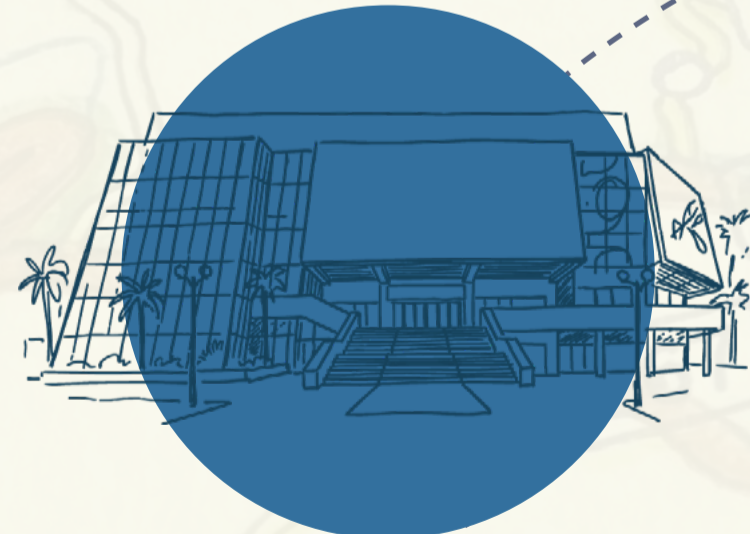
Experience networking and cosmic fortune aboard the tech-forward [Cognitiv E-Motion](#) yacht.

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.

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





# Your Cannes Compass

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.

**CREATIVE  
SYNERGIST**

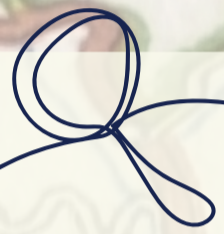
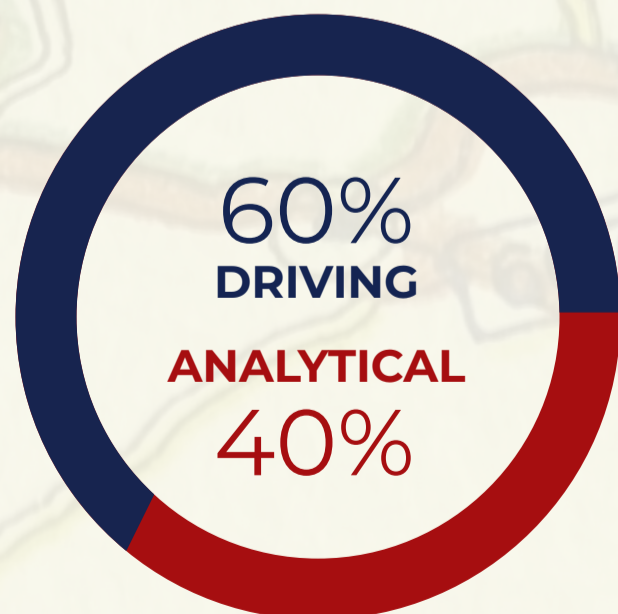


## SOCIAL PREFERENCE

How we interact socially

Lives in the exciting present moment

Inspired by unconventional communication

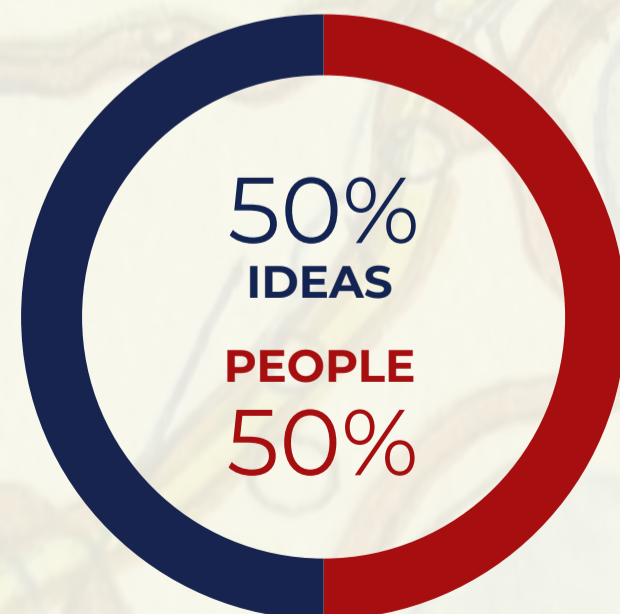


## INTERPRETIVE PREFERENCE

How we connect with content

Imagines big possibilities with a playful spirit

Loves breaking the mold through experimentation

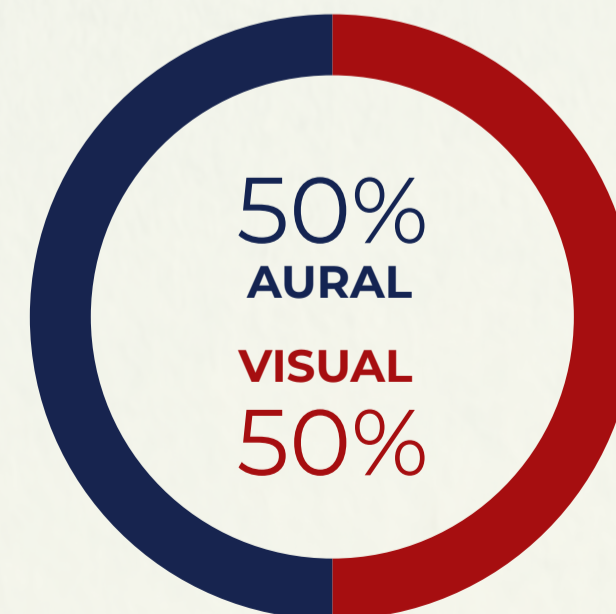


## LEARNING PREFERENCE

How we process information

Observes reactions to develop new theories

Learns best through active scenario testing



## LEADERSHIP PREFERENCE

How we relate to teams

Leads with an open-minded, expressive curiosity

Boldly aims to solve the unsolvable

