

CANNES RULES!

23 June 2026

Croisette Beach Hotel - MGallery

13 Rue du Canada, Cannes

MORNING

- 10.00 a.m. Cannes Rules! Let's Start With A Coffee**
Welcome by Pascal Cübb, Creator of La French Connexion, Chairman, IAA France
- 10.15 a.m. Creativity Has No Limit, Except Responsibility**
Powered by the Autorité de Régulation Professionnelle de la Publicité - ARPP
- @Mayada_off, Illustrator, Social activist and exclusive talent for the Smile label (Webedia Group)
 - Evan Nataf, Co-founder, Beastly
 - Thomas Salviejo, Director of Brand, Advertising, Media and Non-Commercial Partnerships, La Banque Postale
 - *Moderator:* Stéphane Martin, Chief Executive, ARPP
- 11.00 a.m. Coffee refill**
- 11.15 a.m. Influencer Marketing: (How) Are We Responsible?**
Powered by the European Advertising Standards Alliance - EASA
- Quentin Bordage, CEO, Kolsquare
 - Sophie Cartwright, Client Council and Industry Trade Relations Lead, EMEA, Meta
 - Howard Smith, Vice President, BBB National Programs
 - Francis Stones, Global Head of Brand Safety and Responsible Media, TikTok
 - Michael Todd, Global Director, Industry Relations, Google
 - *Moderator:* Inés Ollero Candau, Digital Development and Project Manager, EASA
- 12.00 p.m. More Coffee**
- 12.15 p.m. Trust Pays: The Business Case for Self-Regulation**
Powered by the ICAS Global Think Tank
- Elly l'Anson, Interim Head of the Unstereotype Alliance, UN Women
 - Matt Bourn, Director of Communications, Advertising Association
 - Chiara Odelli, Head of Industry Relations EMEA, Google
 - Gabrielle Robitaille, Director of Policy, WFA
 - *Moderator:* Guy Parker, President, ICAS Global Think Tank, Chief Executive, UK ASA



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check the morning agenda!

AFTERNOON

2.30 p.m. Substantiation in the Age of AI-Assisted Personalization

Powered by the Global Advertising Lawyers Alliance - GALA

- Caroline Bouvier, Partner, Bernard Hertz Bejot
- Kelly Harris, Partner, Harris + co
- Soren Pietzcker, Partner, Heuking
- Matt Vittone, Counsel, Frankfurt Kurnit
- *Moderator:* Geraint Lloyd-Taylor, Partner, Lewis Silkin

3.15 p.m. A coffee, why not?

3.30 p.m. The Trust Test: Environmental Marketing Under the Spotlight

Powered by the International Chamber of Commerce - ICC

- Jeffrey A. Greenbaum, Managing Partner, Frankfurt Kurnit, Vice-Chair, ICC Global Advertising & Marketing Commission
- Raelene Martin, Head of Sustainability, ICC Secretariat
- Jordane de Villaret, VP Sustainability Marketing and Communications, Schneider Electric
- *Moderator:* Otto van der Harst, Director, Stichting Reclame Code

4.15 p.m. Last chance to grab a coffee

4.30 p.m. Cannes Rules: Why Self-Regulation Powers Responsible Creativity

- Ludovic Basset, Director General, EASA
- Brinsley Dresden, Chairman, GALA
- Raelene Martin, Head of Sustainability, ICC Secretariat
- Stéphane Martin, Director General, ARPP
- Guy Parker, President, ICAS Global Think Tank
- *Moderator:* Fredrik Borestrom, Director, International Agency EMEA & LATAM, LinkedIn, Chairman, IAA Global

5.00 p.m. No More Coffee, Let's Raise A Glass!