

Lions Health open for delegate registration: First speakers announced

CANNES, FRANCE: Lions Health (13-14 June), a new bespoke festival celebrating the power of creativity in healthcare marketing and communications from around the world, is now open for delegate registration.



Lions Health is a two-day event offering a chance to see the latest communications in healthcare and wellness from around the world, learn from the best work that will be awarded by the two Lions Health juries, attend unparalleled seminars that showcase great ideas that push boundaries, debate topical issues pertaining to the industry, and network with peers and clients from around the globe.

The Lions Health content programme aims to inspire creativity and deliver fresh insight and thinking that will drive the health and wellness communications industry forward. The first speakers confirmed are:

Shirley Bergin, Chief Operating Officer of TEDMED and **James Cheung**, Global Creative Director of TBWA/WorldHealth, together with their special guests, will introduce the leading innovators and entrepreneurs at the centre of disruption in health and wellness who are challenging the status quo and creating transformation through clear understanding of the intricacies of the global healthcare environment.

From Taiwan, **Jason Chang**, Vice President of HCPR together and **Elaine Su**, CEO of Hope Foundation for Cancer Care, will present 'Hope in Communication in Healthcare' disputing healthcare communications that scare patients into taking action by making hope the more powerful tool to creatively communicate with them.

R John Fidelino, Executive Director of Creative, Interbrand Health, will take to the stage to explore how to make healthcare brands 'cool' by reversing the scepticism of the industry by having greater conviction about what a brand stands for and approaching creative work with real integrity and truth.

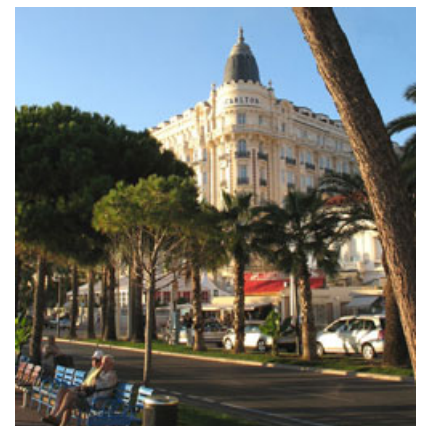
Curtis Hougland, CEO of Attention and **Jennifer Deutsch**, COO of MDC Health Co-op, will present 'Healthcare Marketing Vs Social Media - Joining Up the Conversation'. While healthcare marketing struggles with the constraints of regulation and risk aversion, patients are actively seeking and sharing information via social channels. This session will explore the findings of this new social media study and present creative solutions in this new era of marketing.

Mike Cooper, CEO of PHD Worldwide invites **Jason Silva**, futurist, techno-philosopher, filmmaker and TV personality to explore accelerating innovation, developments in biotechnology and how we're living in a world of boundless possibility that will radically change the way we monitor health, receive treatment and undertake operations.

"Lions Health offers a unique environment for delegates to immerse themselves in creativity, be inspired, learn, debate and network with peers" says Philip Thomas, CEO of Lions Festivals. "It's a chance for the global creative communities in Pharma & Healthcare to recognise accomplishments, and take this industry to new heights that will ultimately improve the wellbeing of individuals around the world."

Additional speakers will be announced shortly. Information on how to register to attend Lions Health, view and book accommodation, [can be found here](#).

Following on from Lions Health, the 61st Cannes Lions International Festival of Creativity (15-21 June), the world's largest and most prestigious annual festival and awards celebrating creative excellence in global advertising and communications, will take place and is also open for delegate registration. Cannes Lions delegates can



Lions health Awards will take place in Cannes, France. (Image: Wikimedia Commons)

choose from a range of packages, including 3-day, 4-day, 7-day and VIP Premier Package passes, all providing access to unmissable world-class content, inspirational exhibitions, screenings and award shows showcasing the best global creativity in communications, as well as partake in unrivalled networking opportunities. Special discounted packages are available for young creatives, young agency executives, young marketers and students, helping to provide the next generation with invaluable learning opportunities. For more information, please visit www.canneslions.com.

Both Lions Health and Cannes Lions Festivals will take place in the Palais des Festivals in Cannes, France. Delegates can buy a pass to attend one or both events.

Key dates:

Delegate Registration opens: Open

Entries: Open

Entries deadline: 13 March 2014

Festival Dates: 13 & 14 June 2014, Palais des Festivals, Cannes, France

For more, visit: <https://www.bizcommunity.com>