

## ‘PRovoke Cannes’ with ICCO 2022

Join our global community of PR leaders at Cannes Lions Festival from 20<sup>th</sup> – 24<sup>th</sup> June.

Limited Content Partner and Networking Partner packages available.

ICCO, the global membership body for PR is an official Cannes Lions partner and has once again teamed up with the PR’S leading international publisher, [PRovoke Media](#). Together we are the voice of PR at the Cannes Lions festival, ensuring PR creativity is given the respect, airtime and celebration it deserves, through both the awards and the festival.

ICCO has been an official Cannes Lions partner for six years and works to ensure our 3000+ members can access a work and function space at an affordable rate, while PRovoke Media is working with agencies looking to secure content and coverage at the festival.

**Content Partnerships (limited availability) from \$10,000:** PRovoke Media offers content partners a menu of content options including roundtable discussions and podcasts, as well as branding and access to the venue for content sessions, networking events and exclusive access for booked meeting time. Bespoke packages arranged directly with PRovoke Media: details on request.

**Networking Partnerships from £5,000 + VAT:** Sponsorship of networking events, branding and access to the venue for content sessions, networking events and exclusive access to booked meeting time. Available to agencies, suppliers and other industry organisations.

Our key networking events:

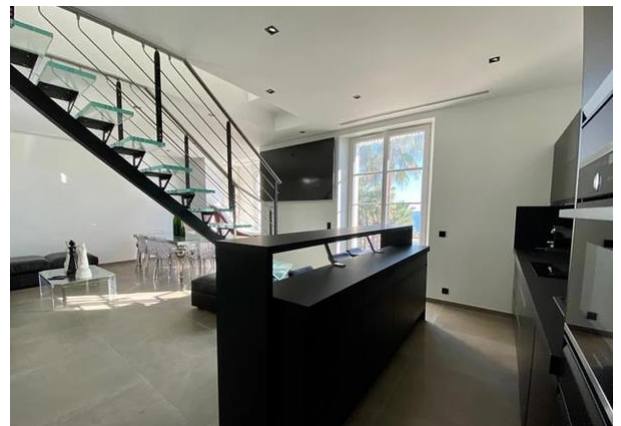
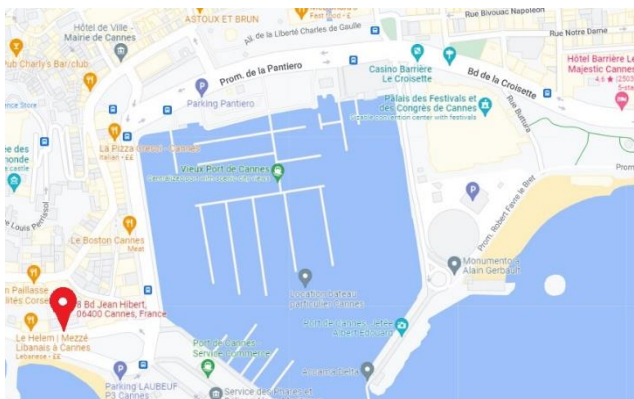
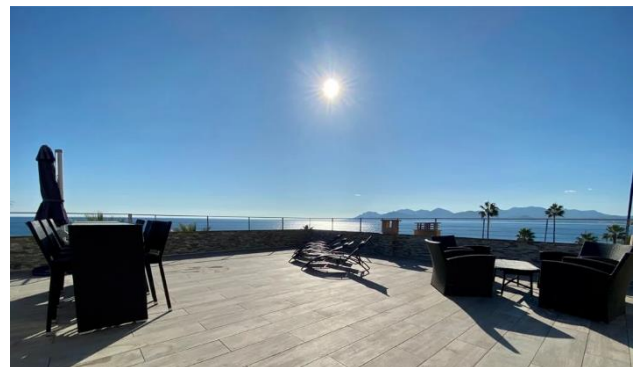
- **Monday 20<sup>th</sup> June:** PR Welcome Party, with drinks, and canapes on the terrace. 17:00 – 20:00
- **Tuesday 21<sup>st</sup> June:** Global Women in PR (GWPR) Event, with drinks, and canapes on the terrace. 17:00 – 19:00
- **Wednesday 22<sup>nd</sup> June:** Pre-Awards Reception, drinks on the terrace. 16:30 – 18:30

ICCO will be ensuring there is a space for networking events and practical use for members attending the festival, for those wanting face to face opportunities and brand visibility. Networking partnership includes:

- Branding at PRovoke Cannes with ICCO content and networking events
  - At the event
  - Online throughout the build-up
  - In all ICCO and PRCA coverage and PRovoke advance coverage
  - Branding as headline sponsor for ICCO networking events available
- Access for team to PRovoke Cannes with ICCO content and networking events, including:
  - Global PR Community Welcome Party
  - Global Women in PR (GWPR) event
  - PRovoke Media roundtables with partners
  - Pre-Awards Reception in advance of the PR Awards
- Access to booking private meeting and workspace with wi-fi, coffee and soft drinks throughout the week.
- Access to booking space to film video, interviews and record podcasts
- Support planning your festival itinerary

## The Events, Content and Working Space

The space for 2022 is a penthouse suite with large roof terrace at **8 Boulevard Jean Hibert**, located next to the marina, adjacent to the Radisson Hotel, at which several other fringe events will be taking place. Overlooking sea and beach, with easy access to the Palais de Festivals and Croisette, the penthouse offers a convenient spot in the heart of the festival.





The links below are from ICCO and PRovoke Media's 2021 Cannes Condensed Event. This took place as a hybrid event in Brighton, UK, as an alternative event to Cannes Lions, which was cancelled in 2021.

[In Pictures: 2021 Cannes Condensed \(provokemedia.com\)](https://provokemedia.com)

[Cannes Condensed: How 'Uncool' Brands Can Still Be Creative \(provokemedia.com\)](https://provokemedia.com)

[Cannes Condensed: Moving Brands From Moments To Movements \(provokemedia.com\)](https://provokemedia.com)

[Cannes Condensed: 'If Your Brand Doesn't Stand For Something, What's The Point?' \(provokemedia.com\)](https://provokemedia.com)

[Cannes Condensed: 'Our Role Isn't Just To Come Up With Ideas, It's To Inspire Creativity' \(provokemedia.com\)](https://provokemedia.com)

[Cannes Condensed: The Future Of Retail Is High-Tech & High-Touch \(provokemedia.com\)](https://provokemedia.com)