

Draftfcb back to sponsor young talent

LONDON, UK: Draftfcb will again sponsor the Roger Hatchuel Academy for the third straight year in partnership with the 59th Cannes Lions International Festival of Creativity, taking place from 17 to 23 June.

DRAFTFCB

Introduced in 2003, the Roger Hatchuel Academy provides a group of international students in advertising, marketing, communications or design an invaluable one week training and education course. Brainchild of the former festival chairman and named in his honour, the course is an investment in the future of the industry.

A group of around 40 students from 31 different countries, aged 19-23, are selected for the course by the international festival representatives in partnership with a designated School, University or Foundation and with the help of Draftfcb's local market executive creative directors. After selection they are invited to the Festival for seven days where they take part in Festival activities and participate in an intensive tailored programme of tutorials and discussions.

Committed to growing talent

"Draftfcb is committed to growing and investing in young talent from around the globe. Having sponsored the academy previously, we're looking forward to helping cultivate another robust pool of up-and-coming ad talent," said Luis Silva Dias, head of Draftfcb's Regional Creative Council and president of Draftfcb in Portugal.

Heading up the Academy and offering guidance as Dean is Rick Boyko, director and Professor of VCU Brandcenter, and a 2012 inductee into the Advertising Hall of Fame. He will be accompanied by tutor Clive Challis, head of the Advertising Course at Central Saint Martins in London. Challis will provide daily training sessions and steer the students through their busy schedules.

Festival attendees can follow the students during their week in Cannes as they share their Academy experiences via social media channels including Twitter, using the hashtags #Draftfcb #CannesLions and #RHA; Facebook on the Draftfcb Company page; Flickr at www.flickr.com/photos/draftfcb/; and YouTube <http://www.youtube.com/user/rhayoungtalent?feature=mhee>.

At the end of the Festival, some students will be selected by Draftfcb to experience the unique opportunity of an internship. The terms and conditions of these internships will be at the local agency's discretion.

Key dates 2012:

Delegate registrations open

Late entries contact: entries@canneslions.com

Festival dates: 17-23 June 2012

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