

Cannes Lions Festival to return in real life in June 2022



By [Evan-Lee Courie](#)

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The Cannes Lions International Festival of Creativity has confirmed that it will return to a real-life, in-person format in June 2022.



For over 67 years, Cannes Lions has served as a convening force for the global creative community and for the last two years has been unable to run in person due to Covid-19 risks but has now confirmed it will once again run in France between 20-24 June 2022. The event's format will be a hybrid model with both virtual and in-person elements and activations.

“ Cannes Lions International Festival of Creativity will return as a hybrid festival, in Cannes, France, from 20-24 June 2022. Get ready for a reunion like no other.

Discover what to expect here: <https://t.co/8djD0McsPe> [pic.twitter.com/LL0FuP8gcX](https://t.co/LL0FuP8gcX) — LIONS | The Home of Creativity (@Cannes_Lions) [November 16, 2021](#) ”

Over the last two years, the event was run virtually. The awards were held only in 2021, but comprised the entries of the past two years.

According to [Adweek](#), this also gave the organisers the opportunity to introduce a membership element called “Lions.” Launched in March 2020, it now has over 10,000 members offering access to case studies on the entry work and interviews from the festivals.

According to a statement issued on the [Cannes Lions website](#),

“ For 2022 and beyond, Cannes Lions will provide an annual forum for the global industry to address the most pressing issues the industry and the world are facing today. Right now, sustainability is top of mind for us – as it is for the industry – and we’ve committed to putting a sustainability agenda in place. You can expect us to deliver our most sustainable festival in history. Equally, we’re putting in every effort to make sure the festival is accessible to everyone. You can attend this

year's festival either in person, or online through LIONS Membership. ”



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According to reports, last year, the entry rate for the awards was 29,074, down from 2019's number of 30,953 entries despite 2021 accepting two years' worth of entries. Last year the event received entries from 90 countries while work entered by independent agencies was up by 14% and from production companies by 19% compared to the previous years.

For more:

- [Cannes Lions special section](#) and [search](#)
- More info: [Google News](#), [Cannes Lions Twitter](#)
- Official site: <http://www.canneslions.com>, [Facebook](#), [Twitter](#), [Instagram](#)

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