



# eurobest

festival of european creativity

London, UK

B1, Bloomsbury Square

28 – 30 November 2017

Call for Content Guide

# The Festival of European Creativity is coming to London for its 30<sup>th</sup> edition

Brought to you by the organisers of Cannes Lions, eurobest is the pre-eminent festival celebrating the best of European creativity in the branded communications and adjacent industries. Unapologetically audacious in its ideas and experimental in its outlook, the three-day event brings together the stalwarts and the start-ups, the creative legends and the new challengers.

In 2017, eurobest will come to **London** - a cultural melting pot of ideas, art and innovation. From the persisting punk scene to first-class galleries and theatres; shimmering tech hubs to centuries-old landmarks, London is a city of contrasts and possibilities.

The Festival will be held in the b1 Victoria House Basement, an industrial elegant venue in the beating heart of London. Right by London's historic Bloomsbury Square, this is an area that has been frequented by artists, rebels and cultural pioneers for centuries.

## Our vision:

With so much cutting-edge culture right on our doorstep in London, we're throwing down the gauntlet this year. eurobest in London presents the unique opportunity to galvanise the European creative industries and explore the big strategic challenges that the industry is facing, as well as being a hands-on and immersive event for older and newer generations of talent.

We expect the ideas that fill our content programme to be:

- Audacious
- Independent-thinking
- Experimental
- Accessible
- Diverse
- Innovation-focused
- Inquisitive
- Expansive
- Future-facing

And we're now open for content proposals to make this vision come alive.

The following pages share guidelines on how to develop your content ideas and submit through our [online content portal](#).



# SUMMARY FOR 2017



- There is no overall theme for eurobest 2017, but all ideas must have creativity at their heart. Keep in mind the vision for eurobest as outlined above.
- Feel free to break the rules, and be bold, inventive and diverse with your ideas and content formats.
- Your initial proposal should have: a title (max 10 words) and a synopsis (max 175 words).
- All proposals must be submitted through the content portal – emailed submissions will not be accepted.
- Content is reviewed and selected on the merit of the idea.
- There is no charge to speak at eurobest.
- **Deadline for submissions is July 31<sup>st</sup> 2017.**

# WHAT are we looking for?

We welcome ideas of all kinds, so long as **creativity** remains at the core.

Given this exciting yet tumultuous time we live in, we expect some of the themes that arise at eurobest 2017 to include:

- Creative conflicts and tensions
- Going against the grain
- Democratisation of creativity
- Creativity beyond branded communications
- Creativity as a problem solver
- Creative collaborations and collisions
- New creative value systems

But this list is just a starting point. We also want to be surprised.

## **Formats:**

We don't have strict format guidelines for eurobest 2017, so please be inventive (yet realistic) with your live content ideas.



## WHO can speak?

As a truly democratic Festival, anyone can apply for a speaking slot at eurobest. The Festival is a great platform for new and up-and-coming speakers, and we actively champion diversity in all its wonderful forms, so please keep this in mind when proposing your speakers.

Speakers we're interested in hearing from include (but are not limited to):

- Creative agencies leading the charge
- Brave and inspiring clients
- Creatives in peripheral disciplines (music, art, literature, photography, performance, film & television, comedy, sport, production)
- Activists and advocates
- Academics, philosophers and field experts
- Young creators and innovators
- Tech whizzes and mad scientists
- Entrepreneurs and start-up geniuses
- Celebrities and influencers (so long as they are relevant and have a meaningful link to creativity)



# What to do next...

## Things to remember:

- Feel free to submit 2-3 ideas for review.
- We encourage you to check speaker availability before proposing someone for your session.
- All content must premiere at the Festival. Repeat presentations are not accepted.
- Due to demand we can only feature a speaker/organisation once across the entire programme.
- All selected speakers will receive a full pass to eurobest.
- There is no charge to speak at the Festival, but if your idea is successful, the cost to cover the logistics behind your idea - travel, fees, accommodation and so on - must be covered by you, the session host.

Submit your ideas on <http://content.eurobest.com/>

Submission deadline is **31<sup>st</sup> July**, but please note that we will be locking in compelling speakers and ideas earlier.

If you have any questions about the Festival, or would like to discuss your idea, please contact Kahli Scott - [kahlis@canneslions.com](mailto:kahlis@canneslions.com)