



# ACT Responsible | THE EXPO THAT CHANGES YOU FROM INSIDE Social and Environmental Advertising

Sun 15th to Friday 20th, June 2008, 11am-7pm

**FREE ADMISSION - PALAIS DES FESTIVALS BEACHSIDE ENTRANCE**

**ACT  
RESPONSIBLE**  
Advertising Community Together

Conferences, meeting points, screenings all day every day.

### EVERY DAY

11 am-7 pm ENJOY DRINKS AT THE EXPO CAFÉ | → hosted by Draftfcb and animated by Groupe Novembre

### WED. TO FRID.

ALL DAY DRAW YOUR TREE AND CREATE THE ADVERTISING FOREST | → with AACC, ACT Responsible, CB News, Non Stop Media

### WED. 18TH

5 pm-7 pm "TOUCH TO DREAM" great innovative concept for good cause | → presented by Ayrine Creative Concept Office

### THUR. 19TH

4 pm CAN WE TRUST ADS TODAY? | → creative workshop with AdWiser

5 pm LIFESTYLES OF HEALTH AND SUSTAINABILITY (LOHAS) | → explained by Newsbroker

5:45 pm E-RESPONSIBILITY, THE CREATIVE DEBATE | → with Microsoft

6:30 pm TRIBUTE CEREMONY CELEBRATING RESPONSIBLE ADVERTISING | → with Bernard Brochand, Mayor of Cannes and the ACT Responsible sponsors.

7 pm CANNES DOVE COCKTAIL PARTY | → offered by the Cannes City hall.

### FRID. 20TH

4 pm MEET COPYCAT TRACKER "JOE LA POMPE" and discover his controversial book | → with ACT Responsible, CB News and Non Stop Media

5 pm WHAT WILL ADVERTISING BE IN 10 YEARS" | → brainstorming session animated by AdWiser

6:30 pm DISCOVER THE ADVERTISING FOREST, PARTICIPATE TO THE AUCTION SALE | → by AACC, ACT Responsible, CB NEWS, Non Stop Media



ACT Responsible is a non-profit initiative of AdForum.com.

Sponsored by Microsoft, AdForum, McCann, Draftfcb, Omnicom, DDB, JWT.

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Groupe Novembre, IAA, Newsbroker, Non Stop Media, Ogilvy, TBWA\CORPORATE.

[www.act-responsible.org](http://www.act-responsible.org)



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