

Cannes PR Lions and Its Implications for PR Practices and Education

Cannes PR Lions, which celebrates the creative use of reputation, is an award category under the Cannes Lions International Festival of Creativity. Soon after its launch, it has become one of the most influential industry awards. This panel invites Rachel Catanach from FleishmanHillard, the Cannes PR Lions winner and the agency participating in the judging process, to share her first-hand knowledge about the PR Lions, how it differs from other industry awards, and how it sets the standards of PR/strategic communication practices. The panel's second speaker, Dr. Katerina Tsetsura will talk about how higher education in PR/strategic communication in the US has revamped itself for nurturing future industry talents.

The conference's simultaneous interpretation is brought to you
by Mr. LIN Chen, Partner of the Ligent Group

本會議的同聲傳譯

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