

Project Management Institute Brings Expertise to Cannes Lions Festival

June 17, 2024



The Project Management Institute (PMI), a leading organization for project management professionals, is making a significant presence at the Cannes Lions International Festival of Creativity this year.

PMI, led by CEO Pierre Le Manh, PMP, and CMO Menaka Gopinath, CAPM, along with other certified members, aims to bridge the gap between creativity and execution in the fast-paced world of advertising.

“Finding the path for unleashing creativity to change the world requires a bridge – and that bridge is effective project management,” said PMI President & CEO Pierre Le Manh, PMP. “At Project Management Institute, we are dedicated to equipping creative leaders with the tools and knowledge to drive project success and make a lasting impact.”

“Effective project management is the backbone of successful creative campaigns,” said Menaka Gopinath, Chief Marketing Officer of PMI. “Engaging with the Cannes Lions community is an amazing way for us to show how project management skills support successful creative projects, which drive value, impact and growth in this industry. In such a competitive industry, enabling both creativity and execution is now an urgent priority. That’s why PMI Educational Foundation is offering 50 Certified Associate in Project Management (CAPM)® scholarships for training and exam prep, to support up-and-coming talent from The Cannes Lions School. Empowering delegates with project skills is the future of the creative industry.”

Through a series of events, PMI will showcase the valuable skills project management can bring to creative teams. These include:

- **Daily 1:1 Mentoring Sessions:** Aspiring creatives, young leaders, and experienced executives can book personalized 60-minute sessions with certified project managers.
- **The Cannes Lions School - Group Session:** “Level Up Your Projects and Career: Expert Advice from PMI on How to Develop a New Superpower” will provide valuable insights for the next generation of creatives.
- **Industry Leader Panels:** Le Manh will participate in a panel discussion on leadership, while Gopinath will present on global marketing trends and their impact on brand strategy.
- **Scholarship Opportunities:** The PMI Educational Foundation is offering 50 scholarships for the Certified Associate in Project Management (CAPM)® program to support rising stars from The Cannes Lions School.

These events, held at The Palais, Cannes, highlight PMI’s commitment to equipping creative leaders with the tools and knowledge to bridge the gap between creativity and execution. By empowering delegates with project management skills, PMI believes they can contribute to a brighter future for the creative industry.