

glug

GLUG X CANNIT





THIS SUMMER, COME CELEBRATE THE CREATIVE INDUSTRY WITH US!

In the late June 2018, Glug are teaming up with CANNT Festival (again) and together with the rest of the global creative industry we'll be celebrating the creative industry and all the awesome people in it.

We're throwing over 100 'Open Studio - Lunch & Learn' events and 'Glug X CANNT Summer Parties' in our favourite cities around the world — and we'd love for you to join in on all the fun!







WHAT IS GLUG

In Glug started as a side hustle in 2007 as a revolution to the then stiff, boring & awkward corporate networking landscape. What started as 20 people in a pub, has now grown to a worldwide movement hosting events in 30+ cities all over the world.

We're there for the designers, the creatives, the makers, the strategists, the marketers and the tinkerers who all want 'to make it'. As a truly global community we're super focussed on championing independent thinking and aim to always serve up undiluted inspiration and real-world stories from practitioners and business owners at all levels across the industry.

For more information, go here: <http://www.glugevents.com>



WHAT IS CANNT

CANNT, is the world's Festival of Creativity, a grass roots community experience that happens in late June around the globe. This year, it'll be happening on 18-22 June.

CANNT always takes place the same week as Cannes Lions - the advertising industry big trade and award show. We're not anti-Cannes Lions, we're for those that can't make it to Cannes.

CANNT has grown into its position as the open festival for all and any creative persuasion, for those who look for something new; to celebrate their collective awesomeness and have a great time in doing what they do, where they do it.

For more information, go here: <http://cannt.org>

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DEFAULT: OPEN



COME TOGETHER!

This year's theme is more important than ever:

“Come Together”

We see this as a straightforward invitation to join forces, be together, share ideas, experiences and embrace a 'default: open' attitude.

Although already riding on the waves of Glug's existing and truly global community we're determined to send this message and invitation further and wider than ever – hence why you're reading this!

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HOW TO GET INVOLVED



TOILET



AN OVERVIEW

GLUG X CANNT: OPEN STUDIOS - LUNCH & LEARN

What? Host an informal yet inspiring lunch for staff, clients and friends.

When? Tuesday 19 June.

How? Get some nibbles at the ready and 2x talks to feed both mind & body.

Who? If you're an agency, studio, brand or other creative business this is for you. Take this opportunity to show some love for all the people around you who CANNT go to Cannes.

GLUG X CANNT: THE SUMMER PARTIES

What? If you don't have a Glug Chapter in your city we welcome you to host a party.

When? Thursday 21 June.

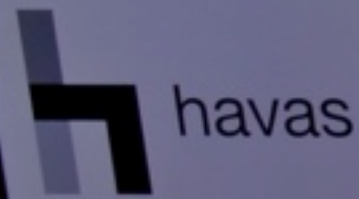
How? Make it magical, that's all. Get in touch for more info.

Who? This is for all brands, studios, agencies or other creative businesses who lack a Glug Chapter in their city. Step up and show some love to your local creative scene and its amazing talent!

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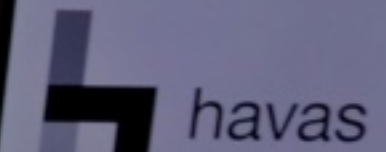
TONIGHT IT'S ALL ABOUT



OPEN STUDIOS - LUNCH & LEARN

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TONIGHT IT'S ALL ABOUT



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TONIGHT IT'S ALL ABOUT





THE DEETS

On Tuesday the 19th June 2018 we'll be hosting creative lunches from Manila in the East, to LA in the West and here's your chance to get involved...

Context: On Tuesday the 19th of June we've joined forces with some of our absolute favourite agencies around the world to host inspirational lunches. We all know how 'lunches' works, right? The hosting agency will have nibbles at the ready, some refreshing drinks and serve up some interesting talks either from their own staff or from external speakers they really like. Easy peasy!

Requirements

Format: Host an 1-2h open lunch for your staff, clients, network who CANNT go to Cannes. The lunches are locally curated, organised and delivered so feel free to put your own spin on the format!

Hosting: Be the hostess of the mostest by creating a 'default: open' environment.

Speakers: Put on 2 x 20-mins talks. Please mind that this should be more company and culture driven rather than a showreel-session. You can invite your staff to talk, or even a client or external speaker.

Invite outsiders: Have an open-door policy so this lunch isn't 'just for your staff'.

Catering: Have some light lunch available for attendees plus refreshments.



LUNCH LOGISTICS

As we want to help promote and celebrate all lunches that are happening around the world we've got some generic logistics for you guys to consider in order to get included in the global programme...

Attendee & Event Management: As all lunches are independently organised you'll have to set up, curate and invite your staff, clients, attendees to the event independently. We promote globally, but cannot target locally. In the run-up to the lunch we'll need some details for promotion, so please adhere to set deadlines (see overleaf) as we otherwise won't be able to include your activity in the calendar.

RSVP Management: There are 2 ways to capture RSVPs and please only choose **one** of the below:

- 1) Create an event on [eventbrite.com](https://www.eventbrite.com)
- 2) Provide an email to collect all RSVPs

Intro Slide: To give context to the lunch and the global festival we'll be distributing a video to all participating parties. This video must be played in welcome-part of the lunch and is obligatory.

Posters: You're required to print and put up 5x copies of the distributed promotional posters.

Social Promotion: 5x promotional tweets from relevant account ahead of 19/6.

Live Social Promotion: 5x live-tweets from relevant account during lunch 19/6.

Hashtag: Distribute and use "#GlugCANNT18" hashtag.



LUNCH DEADLINES

What to do + when so we can count you in to the global program:

1 April

Confirm participation by: 5th April

Confirm RSVP-model by: 5th April

15 April

Confirm timings and address by: 19th April

Confirm speakers by: 19th April

Confirm RSVP email address or Eventbrite link: 19th April

Send 2x Imagery for Social Promotion: 19th April

Upon receipt of all required assets and details we'll be crafting all assets, copy, and templates that'll be part of the global program announcement. Please stick to these deadlines, they're crucial for us.

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THE SUMMER PARTIES





THE DEETS

On Thursday the 21st June 2018 we'll be hosting Glug x CANNT Parties in all of our Glug-cities but – fear not – if you've not got a Glug in your city, this is the opportunity for you to host a party nevertheless...

Context: Across the global Glug network we'll be jointly hosting Summer Parties on Thursday 21/6 but we want to extend the opportunity to bring people together to the cities we might not have arrived in yet. If you're considering hosting a party for your local community we'd love to include you in the global program.

Requirements

Format: Rent a pub, a bar, or a nightclub and bring down your fellow creators, makers, doers and pals to celebrate creativity. Invite 2x speakers (optional), put the beers in the fridge, and signpost that you're part of the program (put up our posters) and you're ready to go! Yes, it's really that simple!

Hosting: Be the hostess of the mostest by creating a 'default: open' environment.

Speakers: Put on 2 x 20-mins talks. Again, this should be insight-led talks rather than showreel gigs.

Catering: Have some light lunch available for attendees plus refreshments.



PARTY LOGISTICS

As we want to help promote and celebrate all parties that are happening around the world we've got some generic logistics for you guys to consider in order to get included in the global programme...

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**SO, ARE YOU GAME?
GET IN TOUCH TODAY SO WE
CAN ENROL YOUR ACTIVITIES
IN THE GLOBAL PROGRAM**

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