

# Free Elvis: How to unleash your inner creativity

CANNES

15 MAY 2013 1 min read

## Cannes Lions 2013

Delegates at Cannes, the world's biggest advertising festival, will be offered the chance to free their "inner Elvis" at a forum hosted by MediaCom on the Audi A stage on Monday, June 17.


Free Elvis promises to help attendees "discover where the magic of creativity comes from, how to unlock it and how to spread it". The event will be co-hosted by **Matthew Mee**, MediaCom's Global CSO, and the creative leadership guru, **Chris Barez-Brown**

"At MediaCom, we believe everyone has an Elvis inside them - a brighter, more dynamic, more creative version of themselves," said Matthew. "Free Elvis will help them unleash all that creativity."

Free Elvis draws on Upping your Elvis - a creative leadership approach devised by Chris Barez-Brown, which unleashes the power of creativity, possibility and innovation within people. Chris has Upped the Elvises of people at Coca-Cola, Nike and of course, MediaCom.

Why Elvis? When Bono was on his quest to eradicate third world debt, he used to turn up at big organisations and ask, "So who's Elvis around here?" meaning, "who is it here who gets things done?"

Matthew and Chris promise a lively session. You might even say... A Little Less Conversation, A Little More Action.

 Like Sign Up to see what your friends like.

CANNES