

PETE FAVAT & LUC DU SAULT WILL HOST THE 2ND EDITION OF THE A2C'S *ATELIER DE MAÎTRE* PRESENTED BY QUÉBECOR

Montreal, July 9, 2019 – On September 6, the Association of Creative Communications Agencies (A2C) will welcome Pete Favat, Chief Creative Officer at Deutsch North America, to host the 2nd edition of the *Atelier de maître* presented by Québecor. The event will be co-hosted by Luc Du Sault, Partner, Vice-President, and Creative Director at Ig2. This exclusive training activity has been restructured this year and is now open to creatives and strategists at member agencies of the A2C.

Pete Favat is renowned for, among other things, co-creating the “Truth campaign” during his time at Arnold Worldwide, which earned the title of campaign of the decade by *AdWeek*. In 2015, he was named one of *Business Insider’s 30 Most Creative People in Advertising*. Today, he lends his skills to major accounts including Taco Bell, H&R Block, 7-Eleven, and Dr Pepper.

During the *Atelier de maître*, Pete Favat will review basic concepts and the key elements required to achieve a better product. He will explain why the notion of opposition allows for an inherent tension in strategic work.

Luc Du Sault, who was part of the *Cannes Lions* “Film” jury in 2017 along with Pete Favat, said he is honoured to support him in this initiative by the A2C. “Pete is a world-renowned legend and his way of thinking has had a major impact on my own way of creating. We are very lucky to have him in Montreal. I’m sure we’ll all learn a lot at this event,” he stated.

The *Atelier de maître* is a rare opportunity for agency creatives and strategists to perfect their knowledge. The A2C is thrilled to offer members this high-quality training activity at an affordable price.

Profile of participants

The *Atelier de maître* is intended for creatives and strategists or account directors working at members agencies of the A2C. Participants must have at least five (5) years of experience.

Information and registration: <https://a2c.quebec/evenements-et-formations/calendrier-des-activites/evenement/atelier-de-maitre-avec-pete-favat>

About the A2C

The A2C is the voice of almost 70 agencies in Quebec of different sizes, configurations, and specialties, but all with one thing in common: a commitment to creative communications. Its members generate more than 80% of the industry’s revenues in Quebec and contribute to the success of companies here and abroad. Our mission is reflected in various initiatives that aim to guide these agencies and ensure vitality and excellence within the entire industry. For more information, visit www.a2c.quebec.

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