

Agency Open House Day

NEARLY FIFTY AGENCIES WILL BE VIRTUALLY WELCOMING STUDENTS ON FEBRUARY 4TH

Montreal, January 11th, 2022 - On February 4th, College and University students from across the province are invited to experience what day-to-day life is like in a creative communications agency, through the *Agency Open House Day*. This event is organized by the Association of Creative Communications Agencies, in collaboration with the *Alliance des cabinets de relations publiques du Québec (ACRPQ)*, *Grenier aux Nouvelles*, and URBANIA. The *Agency Open House Day*, which will take place virtually for the second year in a row, is the perfect occasion for students interested in the marketing and communications industry to meet passionate professionals and find unique and exciting career opportunities.

This year, 600 students will have the opportunity to visit one or two of the following agencies :

- Absolu
- Acolyte
- Agence dada
- Agence FDM
- Agence Mac Média
- Agence Rinaldi
- Altitude C
- Archipel
- Attitude Marketing
- bicom
- Bleublancrouge and Glassroom
- Bob agence
- Capital-Image
- CARTIER
- Casacom
- Clark Influence
- Cosette
- dentsumcgarrybowen
- Dialekta
- Gendron
- Havas Montréal
- Jungle Média
- Larouche
- Ig2
- Massy Forget
- Langlois relations publiques
- MediaCom
- Mindshare
- Minimal
- Morin Relations Publiques
- Ogilvy Montréal
- Omnicom Média Group
- Publicis Montréal
- Rablab
- Rouge Marketing
- Septième
- Sid Lee
- TACT Intelligence-conseil
- Tam-Tam\TBWA
- Thara Communications
- The French Shop
- TUX
- Wavemaker
- Weber Shandwick

“Taking part in the *Agency Open House Day* is a great way to experience our industry in a genuine, hands-on way. Few companies offer potential recruits the chance to immerse themselves in their day-to-day work before the hiring process even begins. This is a unique opportunity for students to build their network and improve their career perspectives. It’s also an event where agencies can benefit from being in contact with different points of view and gain experience from interacting with students,” said Dominique Villeneuve, CEO of the A2C.

Students will join the agency they are paired with for a three-hour session, during which they can gain a better understanding of the industry and get to know the team they could be working with. They’ll be able to see how professionals from various departments work on a mandate, take part in presentations of case studies and/or campaigns, participate in simulations, take advantage of mentorship sessions, obtain advice on how to stand out in the industry, and much more!

COMMUNIQUÉ DE PRESSE
Pour diffusion immédiate

Available again this year: The first 100 people to sign up for the *Agency Open House Day* will gain exclusive access to a virtual conference from *Grenier aux nouvelles* titled, “*Se préparer et se démarquer lors de son entrée en agence : trucs et astuces de recruteurs*”. The webinar will take place on Monday, February 7th, 2022 at noon.

Student grants

To encourage students to pursue their studies and support them in their academic journey, part of the registration fee will be used to create grants which will be awarded via a random draw to participants who have filled out the post-event survey. Students will also get a chance to win a *Grenier aux nouvelles* kit which includes a training workshop and a subscription to *Grenier Magazine*.

Additional information

Date: Friday, February 4th, 2022

Time: 9 a.m. to 12 p.m. and/or 2 p.m. to 5 p.m. (choice of one)

- Students will have to write the time slot of their choice on the registration form. The A2C will pair them with an agency.

Location: By videoconference (platform chosen by the agency)

Cost: \$15 (tax included)

[Register here until January 26, 2022](#)

About the A2C

With over 80 member agencies of different sizes, configurations, and specialties, but all dedicated to creative communications, our mission is to ensure vitality and excellence within the communications industry in Quebec. For more information, visit a2c.quebec.

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Information:

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