



ASSOCIATION  
OF  
CREATIVE  
COMMUNICATIONS  
AGENCIES

## STRENGTH IN NUMBERS

A2C MEMBERS GENERATE  
80% OF THE REVENUES IN QUEBEC'S  
COMMUNICATIONS INDUSTRY.

YOUR MEMBERSHIP HELPS  
ENSURE THE IMPACT AND  
RELEVANCE OF OUR INDUSTRY.

# MEMBERSHIP BENEFITS



## MEMBER SERVICES

### — Participation in the A2C Summit

- Taking the pulse of the industry thanks to the only forum where agency senior executives can discuss their business realities.

### — Facilitating your business development

- **Daily monitoring** of requests for proposals – More than 500 shared annually.
- **A2C's website** – Dedicated profile in the **Agency Directory**, a tool consulted by advertisers looking for a business partner.
- Access to the **economic study** on the industry.
- Performance metrics platform.

### — Facilitating your operations and agency management

- **Model contracts:**
  - Agency/client services contract
  - Employment contract and contract for freelancers
  - Confidentiality agreement
  - Photo release form
  - Psychological harassment policy
  - Tools to pursue compliance to GDPR and PIPEDA
- **Surveys** on salaries, remuneration, and turnover rates.
- **One-time surveys** on various topics: consultations, management tools, public holidays, summer schedules, etc.
- **Insurance programs** (group and risk management) adapted to your business reality.
- **Bi-monthly newsletter** addressing ongoing projects and upcoming training activities.
- **General advice and informational memos:** HR, legal issues, best business practices, etc.
- **Members access** with numerous reference documents and exclusive tools.

## ADVOCACY

- **Meeting** with elected officials to discuss industry challenges and raise awareness about our economic contribution.
- **Supporting** advertisers in the preparation of their agency selection process and intervening when it does not comply with best practices.
- **Negotiating** collective agreements with the UDA (TV/Radio and INM) and advising members on how to apply these agreements.
- **Engaging** with various committees to support the industry.

## A2C TRAINING ACTIVITIES

- **Agency finances**
- **Creative** workshop
- Breakfast meetings on **advertising law** (topics vary in line with needs)
- Workshop to learn more about working with **APC-UDA collective agreements**
- How to create **effective pitches** and capture your audience's attention (INIS)
- **Ad standards**
- **Sector survey** on labour and training needs

## PRESTIGE

- **Agency Directory** – More than 34,250 visits/year.
- Highlighting the opportunities for careers in an agency thanks to the **Concours Relève** and the **Agency Open House Day**.
- Participation in **EFFIE CANADA** and other industry contests.
- Visibility on juries and panels.
- Interventions related to current events and industry challenges.
- A2C's **Hall of Fame**.

## OTHER BENEFITS

- Reduce rate and special packages at **LJT Lawyers**.
- Discount on the following training activities and events:
  - Training seminars offered by **HEC Montréal's** Executive Education (10%)
  - **Targeted partner events** (*Les Affaires*, *Infopresse*, *INIS*, etc.)

MORE INFORMATION AT [A2C.QUEBEC](http://A2C.QUEBEC)



**34 250**  
VISITS/YEAR  
to the *Agency*  
*Directory*



**900**  
CONSULTATIONS  
to help interpret  
agreements



**32**  
CLIENTS ADVISED  
on their agency  
selection process



**12**  
TRAINING ACTIVITIES  
related to your  
business challenges



**642**  
STUDENTS took part in the  
*Agency Open House Day* and  
*Concours Relève*



**18**  
INTERVENTIONS  
for non-compliant  
requests for proposals



**8**  
SURVEYS  
related to agency  
management



**515**  
REQUESTS  
for proposals  
shared

## ONGOING PROJECTS

- 4th A2C Summit
- Ongoing government lobbying to improve access to the TCEB
- Revision of the *Agency Selection Guide*
- Presentation of results from the Sector study on labour and training needs
- Conduct of the 1st survey on the financial health of agencies
- Bipartisan committee to increase original production in Quebec
- Negotiation with the UDA for the Internet and New Media (INM) collective agreement
- Reflections on industry contests
- Survey on diversity and inclusion in agencies

## CONTACT

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