

2017 Annual general meeting - Return of gender parity at the Board of Directors

TWO NEW ADMINISTRATORS APPOINTED TO THE A2C'S THE BOARD OF DIRECTORS

Montreal, November 9, 2017 – The Association of Creative Communications Agencies (A2C) is thrilled to announce that two new administrators have been appointed to its Board of Directors: Manon Goudreault, President of dada communications and Aurélie Pinceloup, General Manager at Agence Rinaldi. They were elected by members of the A2C who were gathered yesterday for the annual general meeting in Montreal. In addition, the A2C welcomes Veronique Desrosiers, co-president of Écorce, a new Secretary-Treasurer to its Executive Board.

“We are happy to welcome Manon and Aurélie to the Board of Directors. Thanks to their respective perspectives and experiences, we’ll be able to continue to ensure a representation and diversity of voices within the Board. Moreover, it also means that the Board has once again achieved a 50:50 ratio of men and women.” said François Lacoursière, Chair of the Board of Directors and Executive Vice-President, Senior Partner at Sid Lee.

The 2017-2018 members of the Board of Directors are:

- François Lacoursière (Sid Lee), Chair
- Jan-Nicolas Vanderveken (Havas Montreal), Incumbent Vice-President
- Benoit Cartier (CART1ER), Vice-President
- Véronique Desrosiers (Écorce), Secretary-Treasurer
- Karine Courtemanche (Touché!), Administrator
- Louis Duchesne (Cossette), Administrator
- Manon Goudreault (dada communications), Administrator
- Jean-François Mallette (DDB Canada), Administrator
- Aurélie Pinceloup (Agence Rinaldi), Administrator
- Mylène Savoie (McCann Montréal), Administrator
- Dominique Villeneuve, President and CEO, A2C

The A2C would like to take this opportunity to thank its former administrators for their significant contribution: **Marc Lanouette**, President of TANK and CEO of Grey Group Canada, who is leaving the Board of Directors after 10 years and **Pierre Bernard**, Partner, consulting and strategy at orangetango.

Overview of 2017-2018

The year was marked by the progression of key issues related to advocacy and representation, such as governmental relations to increase access to the Tax Credit for the Development of E-Business (TCEB), the difficult negotiations for the renewal of the TV/radio collective agreement with the Union des artistes (UDA), and the creation of a Key



Performance Indicator (KPI) Guide for communication efforts which will be launched this fall. Furthermore, numerous consultations were held with advertisers for their agency selection process.

In terms of raising awareness and professional development, the A2C launched the first edition of its Leaders' Summit, *Le Brief*, an event dedicated to the challenges that affect executives in the industry. The Association also helped enhance HEC Montréal's D.E.S.S. marketing communication program, by creating pairings of professors from the industry and *Factry*, the school of creativity sciences, which offered its first ever class last winter.

A review of the year designed by the **Camden agency** and summarizing the A2C's various initiatives in 2016-2017 is available at <https://a2c.quebec/en/discover-the-a2c/overview-of-2016-2017>

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 passion is reflected in various initiatives that aim to guide our member agencies when facing issues of an economic, technological, or social nature and in this way we aim to ensure vitality and excellence within the entire industry. For more information, visit www.a2c.quebec/about.

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Information:

Romy Belzile-Maguire
Advisor, Marketing Communication
Association of Creative Communications Agencies (A2C)
514-848-1732 ext. 201 R.BMaguire@a2c.quebec