



PRESS RELEASE
For immediate release

The A2C's Leaders' Summit
Back in person on November 9

Montreal, October 6, 2022 – The Association of Creative Communications Agencies (A2C) is pleased to announce the programming of the 6th edition of its Leaders' Summit. Under the theme "Navigating through new economic realities", the Summit has been specially designed to discuss the issues and opportunities for senior agency executives in Quebec, who will meet on November 9 at the Alt Griffintown Hotel.

Moderated by economist and strategist Francis Gosselin, the event will bring together several speakers to discuss the current state of affairs and avenues of action for agency executives:

- " Evolution and adaptation in a changing economic context ", a conference by Emna Braham from the Institut du Québec;
- " Shaping the future of work: the team at the heart of organizational practices ", a conference by Luc Lespérance from Deloitte and HEC Montréal, followed by a panel composed of Thomas Lecordier from TANK Worldwide, Pierre-André Vigneault from TUX Creative House and France Wong from Bleublancrouge;
- "Total Rewards: Rethinking the Employer Value Proposition", an interview with Frédérick Poulin of GSoft;
- "Leading without burning out", a conference with Nicolas Chevrier from Sequoia.

An industry in constant evolution

" This event is a must. It allows us to come together as an industry to get a better sense of solutions to the issues we face. By sharing best practices and learning from case studies, we can build solidarity in a highly competitive environment.", Dominique Villeneuve, President and CEO of A2C.

Leaders' Summit

Date: Wednesday, November 9, 2022

Hours: 10:45 a.m. to 6:00 p.m. (AGM at 8:45 a.m. for A2C members)

Location: Alt Griffintown Hotel

120 Peel Street, Montreal, Quebec H3C 0L8

[MORE INFORMATION](#)

All member and non-member agency leaders are invited. Register by November 2 here.

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Thanks to our main partner and collaborators

A2C would like to thank its main partner - Bell Media - as well as its collaborators - CBC & Radio-Canada Media Solutions, La Presse, Québecor Expertise Média, Receptivity by Contxtful, LJT Avocat, Groupe Major, The TEAM Companies and Grenier aux nouvelles - for their support of the 2022 edition of the Leaders' Summit. Special thanks to Altitude C for organizing the event.

About the A2C

The A2C is the voice of more than 95 Quebec agencies of all sizes, specialties and configurations dedicated to creative communications. Its members generate over 80% of the industry's revenues in Quebec and contribute to the success of businesses here and abroad. Our mission is expressed through various services and initiatives aimed at guiding these companies and, ultimately, ensuring the vitality and excellence of the entire industry. For more information, visit a2c.quebec.

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