

# BENEFITS OF A2C MEMBERSHIP

## ADVOCACY

**REPRESENTATION** with elected officials on behalf of members to convey the challenges facing the industry and its contributions.

**INTERVENTIONS** and consultations with advertisers about requests for proposals and the agency selection process.

**INTENSE NEGOTIATION** for collective agreements with the UDA (TV/radio and INM) and advisory services for their application.

**PARTICIPATION** in various committees and councils to strengthen the voice of the industry.

## SERVICE TO MEMBERS

A2C Summit (*Sommet des dirigeants*).

Tools to support the growth of agencies:

- Daily monitoring of requests for proposals.
- Model contracts for a variety of business practices.
- Annual surveys on remuneration (agency rates and employee salaries).
- Performance metrics platform for measuring communication initiatives.

Creation of management training activities as well as training activities pertaining to agency roles.

Individual consultations with agency executives.

## PRESTIGE

A2C website:

- Every member agency has a profile in the *Agency Directory*, a tool consulted by advertisers searching for a business partner.
- Members' area with exclusive tools and reference documents.

Events encouraging the next generation to pursue a career in an agency, such as the *Concours Relève* and the *Agency Open House Day*.

A2C Hall of Fame.

Participation in the EFFIE CANADA contest.

## FINANCIAL BENEFITS

1 free CAMPUS Infopresse training activity per agency/year.

Discount on the following events and training activities:

- Factory training activities (10%).
- Infopresse conferences.
- Training seminars offered by HEC Montréal's Executive Education (10%).
- Events organized by Ad Standards (ASC).

15% discount on the purchase of an ad in the Infopresse annual guide and a Premium Package on the Vitrine Infopresse.com.

\$500 discount on the agency's annual subscription per student enrolled in HEC Montréal's DESS in communication marketing.