



# The Ambassador



## Renewed drive for the Ambassadors' Club

### Transition phase centred on consultation

The Palais des congrès de Montréal's Ambassadors' Club has been in transition mode from the outset of 2008. For instance, part of the restructuring process of the Palais' Marketing and Communications Department has included the hiring of an advisor whose mandate comprises coordinating the Club's activities. Also, focus groups were conducted earlier in the year to evaluate ways in which the Palais and the Ambassadors can work closely together to secure conventions and recruit new members. Finally, buoyed by Dr. Corcos' drive to reenergize the network's activities, the transition phase provided a ripe opportunity to develop an action plan for the Ambassadors' Club he has presided over since 2006.

### Ambassadors' Club action plan based on dynamism and development

The action plan's main focus is to stimulate Club activity by increasing the members' sense of belonging. The plan calls for a review of Club membership privileges so the network can regain its standing as a valued strategic alliance partner. The plan also outlines new development activities as well as initiatives designed to successfully recruit prospective Ambassadors in order to attract even more international conventions. As a member of the Ambassadors' Club, you play an essential role in advancing and growing the Club. If you have colleagues or friends potentially interested in helping organize an event, feel free to tell us about it as part of your ongoing efforts to contribute to the Club's success. Simply email Amélie Asselin, the advisor in charge of the Club, at [clubdesambassadeurs@congresmtl.com](mailto:clubdesambassadeurs@congresmtl.com). You can also reach her by phone at 514 871-5897.

Tangibly speaking, the action plan will for instance lead to more information being posted in the Ambassadors' Club section of the Palais' website, some of which restricted to a secure page. The action plan is also behind the Ambassadors Lounge, which we inaugurated in the spring. Visit the website for terms of use. In addition, the Palais and its partners are presently working on a guidebook to further support Ambassadors in their convention planning efforts. The comprehensive guidebook will contain everything you need to know about the Palais and how it operates, the funding programs available, and the convention planning services offered by the Palais and Tourisme Montréal. Finally, effective next spring, we will be launching an ad campaign featuring the Club and aimed at our target groups.

### An important call

In the coming weeks, we will begin the process of fully updating our database. This will require calling each and every Ambassador to validate the information we have and obtain some additional information. This will enable us to communicate with you on a more personalized basis and keep you better informed on Ambassadors' Club activities. We look forward to your usual cooperation.

### A structured process

The action plan will be progressively rolled out over the span of two years. The initiatives included in the plan will be long-term and recurrent. We will take advantage of the excitement and activities surrounding the Palais' 25th anniversary to update you on the plan throughout the year. Visit the website for the very latest developments.

## A word from Paul Saint-Jacques

I recently announced that I am stepping down as President of the Palais in January 2009. After nine years, I now wish to turn my attention to professional activities that will allow me greater freedom to manage my time.

The positive outcomes of the past years and the stimulating challenges ahead do nothing but reinforce the Palais' position as a leader in the various markets in which it operates. I firmly believe that the Palais and the Ambassadors' Club enjoy all the assets they need to move forward with success in their sails, whether on the international scene or across the Canadian and U.S. markets. Thanks to the Palais' partners and the Ambassadors by Appointment, and their continual dedication to developing strategies designed to position Montréal and Québec favourably on the global stage, the future is in good hands.

Paul Saint-Jacques  
President and CEO



**25 YEARS PROVING A BRILLIANT PATH**  
The Palais des congrès de Montréal has been enjoying a unique journey, one marked by great shared success, driven by challenges, formed with valued partners, and rewarded with notable successes. These 25 years are an exceptional path, that of a continuous search and an organization on the move, making their way together for ever after.

years

## 25th anniversary celebrations continue

### Tribute to Ambassadors

As part of the Palais' 25th anniversary celebrations, an architectural piece is in the works to honour the members of the Ambassadors' Club. Over 200 Ambassadors have actively contributed to the success of the Palais since 1985. The piece will be a permanent tribute to your work.

### Celebrating the Palais' 25 years online

The Palais has also added a special section on its website marking its 25-year milestone and history. Photos, a video retrospective and key moments have been assembled and posted so that everyone can learn more about the convention centre, and the pivotal role it has played as a business tourism hub in drawing major events to Montréal. To visit, simply click on the "25 Years" link on the Palais' website, or go directly to [www.congresmtl.com/25ans](http://www.congresmtl.com/25ans). Perhaps you'll see pictures of an event you were involved with...

### Free public exhibit

The Jardin de Nature Légère / Lipstick Forest, located near the Palais' shopping promenade, is where visitors can find a photo exhibit tracing the Palais' enviable history and most memorable moments. The exhibit opened at the beginning of November.





Charles Lapointe and Paul Saint-Jacques signed the agreement protocol between Tourisme Montréal and the Palais des congrès in the presence of André Saucier (Palais), Marie Gilmore (Tourisme Montréal), Chrystine Loriaux (Palais), Robert Cazalais (Palais) and John C. Dunn (Tourisme Montréal).

## Partnership agreement with Tourisme Montréal

**Tourisme Montréal and the Palais des congrès de Montréal set up a joint \$1M fund to help develop convention business**

Tourisme Montréal and the Palais recently announced they have renewed their partnership and also set up a joint \$1 million fund to attract international and U.S. conventions to Montréal. The monies will be mostly earmarked for rolling out strategies aimed at developing multiple hotel convention business, and for financing the city's candidature to host said events. The fund, which is in accordance with partnership protocol, is intended to help counter the difficult economic times the Montréal tourism industry is currently facing.

"Montréal is one of the preferred host cities among international meeting planners. Our city currently ranks 2nd in North America and 1st in Canada for hosting international meetings," underscores Charles Lapointe, President and CEO of Tourisme Montréal. "We cannot let the current economic climate—the price of gas, the strong Canadian dollar, etc.—jeopardize our position on the international stage. To counter these challenges, we have decided to rally together the key players of Montréal's tourism industry and join forces so that both our industry and the city can continue to benefit from the substantial economic spin-offs generated from hosting these meetings," says Mr. Lapointe.

Palais President and CEO Paul Saint-Jacques adds: "The creation of this fund targets a market that is crucial to the vitality of Montréal's business tourism industry which, in turn, benefits the knowledge development and economic activity generated by hosting large-scale international meetings. The solid partnership that has already been forged between the Palais des congrès and Tourisme Montréal is proof that our strength lies in working together to welcome major events, offering them the advantage of the flexible facilities and personalized services offered by the Palais."

## Pen this date in your daytimer!

The next Palais des congrès de Montréal Recognition Award Gala is on Wednesday, March 11, 2009.

Look for your invitation in the mail as early as January 2009!



**Happy Holidays from everyone at the Palais des congrès, and health and happiness in the New Year!**

## Ambassadors by Appointment in the news



### Dr. Pavel Hamet honoured twice

Dr. Pavel Hamet, who sits on the board of the Société du Palais des congrès de Montréal and is an Ambassador by Appointment since 1985, received two major tributes in June. On June 3, the internationally renowned medical researcher and doctor at the Centre hospitalier de l'Université de Montréal was named an officer of the National Order of Québec. Later in the month, he received the International Okamoto Award, a Japanese award for researchers having made a remarkable contribution to heart disease research, e.g. high blood pressure, atherosclerosis and diabetes. Congratulations Dr. Hamet!



### Dr. Corcos appointed to the International Continence Society

Dr. Jacques Corcos, Chief of the Urology Department at the Sir Mortimer B. Davis Jewish General Hospital and Ambassadors' Club President, was elected secretary general of the International Continence Society for a three-year term. A well deserved appointment that will undoubtedly add even more prestige to the Ambassadors' Club. Bravo Dr. Corcos!

## Keep in touch!

If you receive an award, are assigned to a new post or are working on new projects, share the news with the rest of the Ambassadors' Club community by writing us at [clubdesambassadeurs@congresmtl.com](mailto:clubdesambassadeurs@congresmtl.com).