

The Ambassador



Successful start-up of the Ambassadors' Club Strategy Committee

The initial meetings of the Ambassadors' Club Strategy Committee brought together a number of people who wish to cast new light on methods for canvassing international conventions.

This new committee calls on the services of Ambassadors who wish to help the Palais in its efforts to bring in ever more conventions. It also enables the Palais team to stay in contact with representatives of key industries (life sciences, information technologies, aeronautics, environment, etc.) and to assess current methods based on experiences as organizers and convention participants elsewhere in the world. Here are the seven Club members who make up the Strategy Committee:

- **Dr. Jacques Corcos**, President, Ambassadors' Club, and Head of the Urology Department, Sir Mortimer B. Davis Jewish General Hospital;
- **Dr. Michel Béland**, Director General, Atmospheric and Climate Sciences Directorate – Environment Canada;
- **Mr. Alphonse M. Galluccio**, Vice-Chair, Governance, Decimal Technologies Inc.;
- **Mr. Claude Lemay**, Vice-President, ACTI Québec;
- **Dr. Hany Moustapha**, Senior Fellow and Manager, Pratt & Whitney Canada;
- **Dr. Jacques Turgeon**, Director, CHUM Research Centre;
- **Dr. Luc Valiquette**, Professor and Urologist, CHUM – Hôpital Saint-Luc.

Representatives of the Palais des congrès and Tourisme Montréal also attended the meetings.

The Palais comes to you

On May 7, representatives of the Palais Sales Department and the Ambassadors' Club were invited to the Université de Montréal Faculty of Medicine to explain the advantages of organizing international conventions. With its impressive track record going back a quarter-century and including 225 international conventions, 121 of which were medical conferences, the Palais is an appropriate presenter of Montréal's assets as a first-rate convention destination.

This presentation included remarks by Dr. Jacques Corcos, President of the Ambassadors' Club, who shared his experience and motivations before going on to describe the intellectual spinoffs and positive effects that organizing an international convention can have on a career, a research unit or a university.

The Palais team took the opportunity to thank **Dr. Christine Colin** and **Dr. Luc Valiquette** for the invitation to appear and is prepared to repeat this at the request of Ambassadors who so desire.

If you wish to organize this type of meeting in your research environment, all you need to do is contact the Club Secretariat.



Ambassadors & Local Champions Companion Guide



The new Ambassadors' guidebook has arrived!

The *Ambassadors & Local Champion Companion Guide* is a recently published listing of the main resources at your disposal for organizing an international convention. It lists financial support programs as well as the full range of support measures in event candidacy, planning and organization.

In providing this practical reference document, the team at the Palais des congrès de Montréal reaffirms its commitment to Ambassadors' Club members and local champions. We are proud to offer you this comprehensive tool, produced in close co-operation with Tourisme Montréal.

Key players in economic and tourism development in Montréal are joining forces to strengthen our city's positioning as a favoured destination for business and pleasure alike. This outstanding joint action by decision-makers in the Montréal area has a positive effect on the quality of our services and helps strengthen our position as the Canadian leader in welcoming international meetings. Publication of the guidebook is a result of this synergy, which promotes the worldwide reach of our city as a destination.

An electronic version of the guidebook is online on the Palais website in the Accredited Ambassadors secure section: www.congresmtl.com/ambassadorsclub.

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This is the final print issue of *The Ambassador*

With the aim of reducing our environmental footprint, future issues will be sent by e-mail. We urge you to send us your e-mail address and any recent change in your contact information by calling Jessica Lacasse at 514 871-5897.

Appointments to the Board of Directors

On January 14, 2009, the Québec cabinet appointed André Saucier as a member of the Board of Directors as well as Interim President and Chief Executive Officer of the Société du Palais des congrès de Montréal.

On March 12, 2009, the Québec cabinet appointed Claude Liboiron as a member and Chairman of the Board of Directors of the Société du Palais des congrès de Montréal. Claude Liboiron has been a member of the board of directors since June 2004.

On April 22, 2009, the Québec cabinet renewed the mandates of six Board members: Francine Champoux, Michèle Desjardins, Carol A. Fitzwilliam, Suzanne Landry, Mirabel Paquette and Donat J. Taddeo.

Here are the seven people whose mandates on the Board of Directors were renewed last winter and spring:

- **Mr. Claude Liboiron**, Chair of the Board
Engineer, Business Development, TEKNIKA-HBA
- **Ms. Francine Champoux**
President, Strataide Inc.
- **Ms. Michèle Desjardins**
President, Koby Consulting Inc.
- **Ms. Carol A. Fitzwilliam**
President, Fitzwilliam Legal Recruitment Inc.
- **Ms. Suzanne Landry**
Professor, HEC Montréal
- **Ms. Mirabel Paquette**
Director, Marketing and Communications, Stikeman Elliott LLP
- **Mr. Donat J. Taddeo, Ph. D.**
Vice-Rector, Development and Relations with Graduates, Université de Montréal

The Ambassadors Lounge is yours. Take advantage of it!

The Ambassadors' Club is pleased to offer its members the privilege of using the Ambassadors Lounge, officially named in your honour, to thank you for devoting your time and energy to organizing conventions. Located at the panoramic level of the Palais des congrès de Montréal, near the outdoor terrace, the lounge has a modern design and is an excellent location for private meetings. You will appreciate its prestigious décor and technological facilities. In addition, you will have access to food services from a nearby kitchen. Menus and prices are available on request.



We remind you that, as an Accredited Ambassador, you can use this lounge free of charge for:

- meetings related to a potential candidacy;
- meetings aimed at advancing an already confirmed convention;
- other types of professional meetings.

To learn about conditions for using and reserving the Ambassadors Lounge, please contact the Club Secretariat or visit the Accredited Ambassadors secure section on the Palais website.

See you back soon, Amélie, and hello to Jessica

Amélie Asselin is leaving the Club Secretariat temporarily to look after a new baby, who will no doubt have what it takes to be a future Ambassador! We extend a welcome to Jessica Lacasse, who will replace her for the next 13 months. Jessica is reachable at 514 871-5897 or by e-mail at jessica.lacasse@congresmtl.com.

Draws for complimentary tickets

Keep an eye on your e-mail inbox and your secure portal: the Club regularly sends invitations to take part in random draws for complimentary tickets for shows taking place at the Palais!

Our congratulations to these Ambassadors!

Alphonse M. Galluccio, Vice-President, Corporate Governance at Decimal Technologies, is an Ambassador accredited in 1997 for the 58th International Conference of the Institute of Internal Auditors. He is completing the certification program in governance of the Collège des administrateurs de sociétés.

Dr. Mostafa Elhilali, an Ambassador accredited in 1994 for the 24th Convention of the Société Internationale d'Urologie, has received the distinction of officer of the Ordre national du Québec. Dr. Elhilali is a well known urologist who has fought hard against prostate disease for about 40 years.

Good news to share?

You just received an award? A promotion? International visibility? Feel free to call on us to send out a news item regarding an Ambassador colleague or yourself. It will be a pleasure for us to spread the word among Club members.

Seven new conventions confirmed

The holding of three international conventions and four Canadian conventions at the Palais des congrès de Montréal was confirmed recently:

International Congress on Biological Diversity
July 2010 (1,000 delegates)

**26th Annual Conference and Exhibition –
Canadian Wind Energy Association (CanWEA)**
October-November 2010 (2,000 delegates)

**Canadian Association of Accredited
Mortgage Professionals**
November 2010 (2,200 delegates)

**2011 Annual Convention and Trade Show –
Canadian Produce Marketing Association (CPMA)**
April 2011 (850 delegates)

Society for Environmental Graphic Design
June 2011 (700 delegates)

**Association of Neuromuscular &
Electrodiagnostic Medicine**
September 2014 (1,200 delegates)

Canadian Labour Congress Constitutional Convention
May 2014 (3,000 delegates)

A work of architecture that will draw your attention

The Palais team is working on a new work of architecture that will pay homage to major international events. It will be unveiled this fall. Don't miss our next message on this topic. You won't be disappointed!