**Grand Forum du Québec 2024**

**Promotional email asset**

**General admission**

**Template 1: Corporate e-blast format**

**Subject line: Your chance to attend AIA Canada’s Grand Forum du Québec is here!**

**Body copy:**

This winter, you have the opportunity to attend AIA Canada’s Grand Forum du Québec. Get together with fellow industry auto care experts to network and discuss industry issues and trends under the theme of recruiting and retaining employees.

The event takes place on January 25th, 2024, in Trois-Rivières, Quebec and will go from 9:30 a.m. to 6:00 p.m. The day will include a plenary session, a lunch, workshops, a cocktail hour and a light dinner.

To attend this event, please register by January 21st, 2024. The general admission rate is $279 per person plus taxes.

Please note, this event is only in French.

For more information on this event, visit the [event webpage](https://www.aiacanada.com/events/grand-forum-du-quebec/).

**Template 2: Personal, one-to-one format**

**Subject line: I am heading to AIA Canada’s Grand Forum du Québec—are you?**

**Body copy:**

Hi [insert name],

With 2024 only a few months away, what better way to kick it off than by getting together with industry experts at AIA Canada’s Grand Forum du Québec!

The Grand Forum du Québec will take place on January 25th, 2024, from 9:30 a.m. to 6:00 p.m., at the Delta Hotels by Mariott Trois-Rivières Conference Centre. The event includes engaging seminars, a workshop, lunch, a cocktail hour, and a light dinner, all of which are perfect opportunities to network and connect with fellow attendees.

The general admission rate is $279 per person plus taxes. Be sure to register by January 21st, 2024, to attend this exciting event!

As this is AIA Canada’s francophone event of the year, this event will be held exclusively in French.

If you have any questions, visit the [event webpage](https://www.aiacanada.com/events/grand-forum-du-quebec/).

I cannot wait to connect with you at this event and look forward to seeing you there!