**Grand Forum du Québec 2024**

**Promotional email asset**

**Generic**

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

**Subject line: Register to attend AIA Canada’s Grand Forum du Québec 2024**

**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, lunch, workshops, cocktail hour and a light dinner.

Special prices are available for this event. Until November 18th, 2023, registrants can experience the early bird rate of $249 per person plus taxes. Following the deadline, the cost to attend is $279 per person plus taxes.

Are you a shop owner? You can attend this event for the low rate of $229 per person plus taxes!

**Registration for this event closes January 21st, 2024.**

Sponsorship opportunities that are tailored to every interest and budget are also available for this event. To become a sponsor for the Grand Forum du Québec, please [visit the webpage](https://www.aiacanada.com/events/grand-forum-du-quebec/#extraInfoItem_1) for more information and apply by November 17th, 2023.

This event is solely held 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:** Join me at AIA Canada’s Grand Forum du Québec 2024

**Body copy:**

Hi [insert name],

AIA Canada’s francophone gathering of the year, Grand Forum du Québec, is back on January 25th, 2024, in Trois-Rivières, and I hope to see you there.

This event promises to be a fantastic opportunity for networking with industry experts, participating in dynamic workshops and seminars, and engaging in discussions about the latest industry issues and trends. This year, the focus is on critical topics such as employee recruitment, retention, and industry attraction, which is beneficial information for anyone in the industry.

The day’s agenda includes a plenary session, a delicious lunch, a refreshing cocktail hour, and a light dinner, all of which provide ample opportunities for meaningful connections and insights.

Good news—early bird pricing is also available! If you register by November 18th, you can attend this event for only $249 plus taxes per person. Following November 18th, the cost to attend will increase to $279 plus taxes per person.

If you know any shop owners, let them know! Shop owners can attend the Grand Forum du Québec for the special rate of $229 plus taxes per person.

**Registration for this event closes on January 21st, 2024.**

If increasing brand recognition is on your to-do list for this year, I am pleased to tell you that there are [sponsorship opportunities](https://www.aiacanada.com/events/grand-forum-du-quebec/#extraInfoItem_1) available for the Grand Forum du Québec. To sponsor this event, apply by November 17th, 2023.

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

If you have any questions, or need further information, I encourage you to visit the [event webpage](https://www.aiacanada.com/events/grand-forum-du-quebec/).

I look forward to seeing you there!