**Grand Forum du Québec 2024**

**Promotional email asset**

**Shop owner**

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

**Subject line: Network and learn about industry issues at the Grand Forum du Québec**

**Body copy:**

As a shop owner, navigating today’s industry can be tricky, especially when it comes to employee attraction and retention. Interested in learning more about it? Attend AIA Canada’s Grand Forum du Québec on January 25th, 2024 to keep up with industry trends concerning labour challenges.

Shop owners can attend the Grand Forum du Québec for the low rate of $229 per person plus taxes. Registration for this event closes January 21st, 2024.

Taking place at the Delta Hotels by Mariott Trois-Rivières Conference Centre from 9:30 a.m. to 6:00 p.m., the day will include workshops, seminars, lunch, a cocktail hour, and a light dinner.

Attendees can also benefit from reduced hotel rates. Book directly at the Delta Hotels by Mariott Trois-Rivieres Conference Centre and enjoy rates starting at $197.00 plus taxes.

To book a hotel room, please contact the hotel directly at 1-819-376-1991 *or* book online under the block name: **AIA Canada Grand Forum du Québec.** To receive this special rate, please book your accommodation by January 3rd, 2024. Rates are available on a first come, first served basis.

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: Join me at AIA Canada’s Grand Forum du Québec!**

**Body copy:**

Hi [insert name],

In today’s industry, shop owners are facing unique challenges, such as employee attraction, recruitment, and retention—which is why I am inviting you to AIA Canada’s Grand Forum du Québec!

This event, which takes place January 25th, 2024, in Trois-Rivières, Quebec, will include workshops and seminars that will provide you with valuable insight on how to navigate these industry challenges.

Even better, shop owners can experience special rates to attend—just $229 per person plus taxes. Be sure to register for this event by January 21st, 2024.

AIA Canada is also offering special hotel rates for attendees! Book directly with the Delta Hotels by Mariott Trois-Rivières Conference Centre, either by calling them at 1-819-376-1991 or booking online under the block name: AIA Canada Grand Forum du Québec. Book your room by January 3rd, 2024, to benefit from special pricing! Rates are available on a first come, first served basis.

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

I look forward to connecting on industry challenges and trends. See you there!