**Grand Forum du Québec 2024**

**Promotional email asset**

**Early bird pricing**

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

**Subject line: Early bird pricing for AIA Canada’s Grand Forum du Québec is available**

**Body copy:**

This winter, you can attend AIA Canada’s Grand Forum du Québec. Get together with fellow industry auto care experts to network and discuss current industry obstacles, like 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.

Good news! Early bird pricing is available for this event. Register by November 18th, 2023, and pay the low rate of $249 per person plus taxes. Following November 18th, 2023, the cost to attend will be $279 per person plus taxes.

Registration for this event closes January 21st, 2024.

Please note, this event is only in French.

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

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

**Subject line: Secure your spot at the Grand Forum du Québec with early bird pricing**

**Body copy:**

Hi [insert name],

I want to start 2024 off with networking opportunities, which is why I am attending AIA Canada’s francophone gathering of the year, Grand Forum du Québec—and I hope to see you there!

The event takes place on January 25th, 2024, in Trois-Rivières, and will include a day filled with workshops, seminars, and networking opportunities as well as a lunch, a cocktail hour, and a light dinner.

Early bird pricing is available for this event until November 18th, 2023. Register by then and pay the low rate of $249 per person plus taxes.

Following the early bird deadline, the general admission rate is $279 plus taxes per person. **Registration closes January 21st, 2024.**

Please note, this event will be held exclusively in French.

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

I look forward to seeing you there!