



“Getting involved in leading and preparing a major international event requires effort, but the payback is well worth it, on several fronts: personal reputation, peer recognition, favourable spin-offs for your company or university, promoting your field and Montréal internationally.”

“Conventions are the lifeblood of our beautiful convention centre and city, but events like these don’t just happen out of the blue. We make them happen. This is where Ambassadors can intervene: by bringing a convention to Montréal, or by urging younger peers to do so and thus experience something that will shape their careers and lives.”

Dr. Jacques Corcos

Becoming an Ambassador through the organization of a major international convention in Montréal represents a fabulously enriching adventure that stays with you your entire life. Your involvement is key, because your city needs your talent, your motivation and your contacts to keep growing and advancing by attracting intellectual and financial capital. Contact us today so we can help you put together your event, which will undoubtedly be a success.

To reach us

Ambassadors' Club

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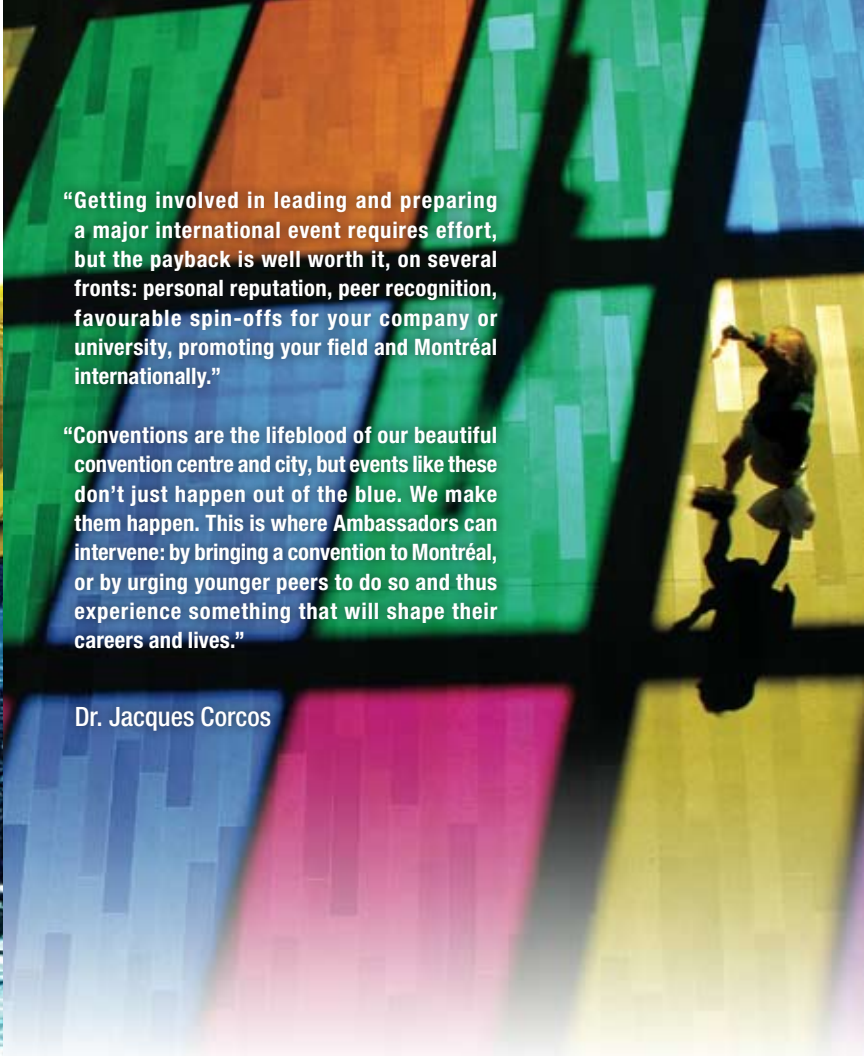
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The Palais

Enjoy the full support of the Palais
for a successful event.



Behind the colours,
you'll find an opportunity
to become an

Ambassador



You

Play a key role
in advancing knowledge
by organizing an
international convention
in Montréal.

Do you belong to one or several international associations while being part of an extensive network of professionals and working in a growth industry?

You have the ideal credentials for becoming an Ambassador and inviting your peers from all over the world to assemble in Montréal. The Palais will back and guide you every step of the way as you undertake the process of making your event a memorable experience, for both yourself and the participants.

What are Ambassadors?

Ambassadors are influential and dynamic men and women who, through their professional activities, are instrumental in bringing one or several large-scale events to the Palais, thus contributing to the economic and intellectual advancement of Montréal and the province.

They are people like you, who choose to play an active role in their field.

Your turn to host the world

“An inviting city, an affordable cost structure, quality services and an innovative scientific program... In short, all the right ingredients came together to make our congress a success on all fronts, enabling the Canadian radiology sector to reclaim its position on the world stage.”

Normand Laberge

23rd International Congress of Radiology and the ISR (2004)



You will enjoy the support of numerous experienced and dedicated professionals. You can also count on the Palais sharing with you over 26 years of experience hosting conventions. We will advise you throughout the entire process so your event is a success.

The role of the Palais and its staff is to guide you through every step of the event organizing process, especially with regard to:

- Bidding to be the host site
- Lobbying strategies intended for decision-making and voting parties
- Bid books
- Official presentation of the bid
- Negotiating the partnership
- Planning
- Logistical support and funding
- Promotional support
- Producing and hosting the event
- Drafting a convention plan and budget

Also, the *Ambassadors & Local Champions Companion Guide*, published by the Palais in association with Tourisme Montréal, is a valuable tool for emerging Ambassadors. It contains information on the full range of international convention planning resources available to you via a variety of partners. It includes government programs, as well as indispensable information on the event bidding, planning and hosting support at your disposal. The guide is a practical, down-to-earth reference tool, rich with information you won't find elsewhere.

Emerging Ambassadors can also depend on members of the Palais Ambassadors' Club for assistance and mentoring. Our experienced Ambassadors look forward to the opportunity of advising you throughout the event organizing process.

Together, we can prepare a strong bid for Montreal

“Organizing an international congress is a very, very gratifying experience. It's a great opportunity for our best ideas to come alive; there are interesting spin-offs for our sector and we have the chance to build a network of contacts and friendships all around the world.”

Dr. Dominique Tessier

6th International Conference for Travel Medicine (1999)

“Our congress attracted more than 7,000 delegates with a program including 4,500 presentations, 35 symposia, 180 exhibition booths and the list goes on ... The International Union of Immunological Societies stated that the Montréal congress was by far the best in their 36-year history.”

Dr. Emil Skamene

12th International Congress of Immunology (CII) and the Annual Conference of the Federation of Clinical Immunology Societies (2004)

“Organizing an event at the Palais des Congrès de Montréal does indeed require time and energy, but anyone who gets involved wholeheartedly and helps promote Montréal and the brilliant ideas this city generates finds the experience fulfilling and rewarding.”

Lucie Dumas

2013 Planetree Annual Conference

Time and energy well invested

Why spend time and effort organizing a convention?

Several reasons might prompt you to take on an influential role by bringing a leading convention to Montréal. Deeply committed to their field, Ambassadors are widely experienced. They are also achievers, both on a professional level and in their personal lives, for instance:

- They generate significant intellectual spin-offs and contribute to the advancement of knowledge in their field.
- They lend their name to a leading convention, a legacy that lasts several years.
- They benefit from a remarkable experience.
- They generate attractive and considerable revenues for the hosting associations they belong to.
- They contribute to the economic advancement of the city of Montréal and the province of Québec.
- They actively promote Montréal as an international host city and provide their peers with an opportunity to discover it.

Rounding out the above list are the prestige, the recognition and visibility stemming from hosting an international event.

The Palais can help you

The Palais

- Beautifully located, at the heart of the city
- Multipurpose facilities
- Dedicated, experienced team
- Exceptional customer service

Montréal

- Very attractive city, highly sought-after worldwide as an event planning and hosting leader
- Canada's number one host city and North America's third leading host city, according to the Union of International Associations (UIA)
- City of higher learning, creativity and innovation driven by passionate people

