



PROFESSIONAL CONFERENCE SERVICES

Québec City Business Destination provides local ambassadors with guidance on planning a conference budget, a schedule or strategic communication plan in the early stages of organizing a North American or international conference.

Eligibility

Promoter of a North American or international conference held in the Québec City area for the first time.

Qualifying Markets

- North American conference: clientele where 30% of attendees come from outside Canada
- International conference: clientele from two or more countries, where 30% of attendees come from outside Canada
- 300 attendees minimum
- 3 days minimum

Professional Consultation

- Meeting (2 hours maximum) to determine needs and resources
- Development of a budget, a preliminary schedule or a strategic communication plan for the conference
- Report and recommendations provided to the ambassador and to the program manager
- \$4,000 value (approx. 30 hours of service)