



News Release

For immediate release

AAPQ wishes a bright future to the DESSCM program!

Reunion of the 5 first cohorts of HEC Montreal's DESS program in marketing communication

Montreal, December 13, 2006 – Professors, graduates, students, executives from member agencies of the Association of Quebec Advertising Agencies (AAPQ), members of the HEC Montreal team as well as partners and friends—everybody attended the gathering held for the first five cohorts of HEC Montreal's DESSCM program. The contribution of all these players, who have made this graduate program in marketing communication THE reference in the industry, was emphasized at a cocktail party held at Cossette Communication-Marketing.

The reunion gathered more than 100 guests who recollected nice memories while looking at the bright future of the program. Flo, the character involved in the last recruiting campaign for the program, showed guests a video made up of testimonies, stories and surprises (one can visualize reunion photos at: www.aapq.ca/retrouvailles). Ever since the inception of the program, approximately 30 professors and industry professionals have dedicated their time at teaching the 200 students who have registered to date. We wish to draw the attention on the work of the following professors: Pierre Arthur, Roland Aubert, Pierre Balloffet, François Beaudet, Patrick Beauduin, Bertrand Cevet, Bianca Cloutier, Benjamin Cornic, François Descarie, Caroline Gagnon, François Lacoursière, Robert Landry, Nicole Lapierre, Anne-Marie Leclair, André Lemire, Stéphane Maisonnas, Sylvain Matte, Christine Melançon, Michel Mergaerts, Jacques Nantel, Johanne Pelland, Patrice Provost, Daniel Rabinowicz, Michel Raymond, Sylvain Rouillard, Monica Ruffo, Martin Sansregret, Sylvain Sénécal and Jean-Jacques Stréliiski.

A tribute to Patrick Beauduin

Everyone agrees that Patrick Beauduin—one of the creators of the DESSCM graduate diploma—embodies the perfect goodwill ambassador for the program. A tribute was paid to him last night before his colleagues and friends, where his outstanding contribution to the success of the DESSCM was stressed out. Teaching since the inception of the program, Patrick is one of the major architects of the DESSCM.

5th AAPQ Merit Award

It was in that festive mode that AAPQ presented its 5th Merit Award to the student who had completed the Graduate Diploma in Marketing Communication (DESS) with the best cumulative average during the two years of the program. Mrs. Geneviève Dufour, from LG2, won the award; she will therefore attend the next Cannes Lions 2007 International Advertising Festival to be held on France's Côte d'Azur next June. Geneviève received the award from Mr. Sylvain Morissette, AAPQ's President and General Manager. The two other finalists were Louis Vaillancourt from Bos and Jean-Hugo Filion from Cossette Communication-Marketing. They received a pass to one of Infopresse training days as well as an annual subscription, and a ticket for the second edition of the CRÉA awards.

About the DESSCM program

A real laboratory in the field, the DESSCM program is intended to give young professionals from the industry an integrated vision of marketing communication and a constant concern for persuasion. Through this program, the students learn the most up-to-date hard skills and refine their communication skills while honing their critical thinking.

The DESS program in marketing communication was created in 2000 under AAPQ'S impulse and the joint efforts of HEC Montreal and stakeholders from the Quebec communication industry. So far, almost 200 young professionals have registered. Their expertise has profited the industry as a whole.

Created in 1988, AAPQ has a membership of more than 45 agencies, which currently generate more than 80% of the advertising revenues of Quebec agencies.

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