



Montreal

Places, Spaces & Concepts to
Design Meetings & Events

Inspiring classics



LOCAL
planners' tips



What's hot
Now!



Hot List

Montreal holds an edge as host to an emerging generation of business events that are anything but old-fashioned. Home to some of Canada's hippest new companies in film, special effects, gaming and creative arts, a buzz of innovation infuses what's new or notable right now.



W Hotel

Sensory Effects

Ever since opening its doors in Montreal, the **W Hotel** has sought to lift our sensory experience of meetings using the power of music, lighting and aroma, in evidence with every "standard" room set-up that's definitely a step out of the ordinary.



Corporate Mixology

An invent-your-own-cocktail event is a smashing hit at the new **Ateliers et Saveurs** (ateliersetsaveurs.com) cooking school. "We're always inventing with ingredients like ginger and exotic spices," says bartending expert Frederique. Up to 60 people can cook hands-on in three studios, or up to 200 for a demo. Here recently: Site Canada's Montreal Chapter.

Show-stoppers

The creative Quartier des Spectacles neighbourhood (quartierdesspectacles.com) is not only home to events like the Jazz Festival and Les FrancoFolies, but many amazing event venues. Its meeting-space anchor is the **Hyatt Regency**, which just revealed a reno inspired by an arts theme. With attention to detail such as the multi-coloured LED mood lights in the ballroom, it's a gathering space designed to appeal to artists and tech geeks alike.



Hippest HQ

Atop the corporate headquarters of the famous Le Cirque du Soleil in the city's east end, you'll find **7ème ciel** — seventh heaven — a hyper-exclusive



private venue to elevate up to 250 VIPs for a reception. "It's quite a high-end venue that isn't necessarily accessible to anyone, so has great impact. There's a view across the island, it's hip, and everyone gets excited about being close to the Cirque," says Patsy Roy, Corporate Concierge with Montreal event services company Conservus.

Photo: Cirque du Soleil

“When you host an event in Montreal, you have an opportunity to add a lot of value to the trip by simply allowing participants time to enjoy the city. You can say, ‘we’re going to work hard here, but we’re also going to give you time to explore.’”

— **Helene Mirza, President, Plani-Concept Plus Inc.**, a Montreal-based meeting and incentive planner.

LOCAL INSIGHT

Gift idea

A fashion staple on Saint-Laurent, **M0851** (m0851.com) is a local label celebrated for its leather bags, folder and accessories with distinctive style. This Montreal-based, Canadian manufacturer has stamped its products with corporate brands like Cannes Festival and the Celine Dion Concert Tour.



Always Classic



Old Montréal



Classic HQ

For those who appreciate a classic vintage, there's no better place to impress a client or a crowd than at the HQ of Quebec's liquor board. It's a heritage site encompassing an old prison and the historic **Maison du Gouverneur** (maisongouverneur.com), with six banquet areas and meeting rooms. "The *cave à vin* (wine cellar) in the old jailhouse is a unique atmosphere for a wine-tasting event," says Hélène Mirza, planning expert and president of Plani-Concept Plus Inc. The Galerie offers a view of the incredible cellar: 75,000 bottles.

Openings

The **Loft Hotel** (lofthotel.ca) has converted a classic Montreal art deco building into 50 like-you-live-there rooms, plus two soaring, loft-style event spaces for groups of up to 750 people. • Notable at the new **Le St-Martin** (lestmartinmontreal.com) hotel: the outdoor, 10-metre saltwater pool, open year-round.

The new Loft Hotel



With its historic architecture, Euro-style chic, and beloved landmarks, this city boasts many "must have" experiences that never get old. We highlight a few notable venues and activities that can give any event an instant infusion of "classic" Montreal.



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Schwartz's

The flavour *du jour*

For several generations of Montrealers, Boulevard Saint-Laurent is simply known as Le Main, and home to smoked meat institution Schwartz's. It can be an individual pleasure, but we love knowing you can order-up the real thing for a meeting from the conference catering menu at the Marriott Montreal Airport, which has an agreement with Schwartz's to send over a smoked meat station and professional carver for special events.

Photo: Tourisme Montréal



Let there be light

Meeting room with a view

With a city view too good to waste on a closed-in convention hall, the new **Le Westin Montréal** opened it up for meeting participants to see, with glass walls in its ballroom and event spaces. A classic Montreal mix of new and "vieux", the tower is set over three 1800s buildings in the old city. "That natural light and view of the city is something people really like – spectacular in the evening," says local corporate event expert Patsy Roy with Conservus (conservus.ca).

A trek to the "Mountain"

Montreal's iconic green space is a "found" opportunity to whisk people out of meeting rooms for a breath of fresh air, just steps from the towers. Think inner-city snowshoeing or skating on a frozen pond. Venues include the **Pavillon Lac-aux-Castors** on Beaver Lake, a mid-century modern classic. Instead of a barbecue, the caterer can host a Montreal-style "mechoui," a lamb or pork roast on a spit, to serve 80 or more.



Gift idea

Who could resist Les Shooters, little liqueur-filled treats from Montreal's "jeweller" of chocolates, **Suite 88** (suite88.com). It can tailor the packaging, and even the chocolates, to feature your company colours and logo.

SHOCK. VALUE.



CONTRASTING IDEAS FLOW INTO A SEAMLESS BALANCE.

A brave new world calls for fantasy and feel-good features rolled into 7,644 colorful square feet of the newly designed Grand Ballroom at Hyatt Regency Montréal. Whimsical décor captivates from floor to ceiling and an accomplished staff accommodates with comparable style. A built-in registration component, an unmatched sound system and versatile mood lighting enhance the space. Interactive lighting from a wall in the foyer intuitively follows guests' movements. Energy and drama from a top New York designer paired with best-on-the-market technology leave a jaw-dropping impression for business and social occasions. Quite simply, *nonpareil*.

TO LEARN MORE ABOUT OUR STYLISH NEW SPACE, CALL 514 982 1234 OR VISIT MONTRÉAL.HYATT.COM



YOU'RE MORE THAN WELCOME

Big Thinkers



Brains match beauty in a city that's fosters both a creative and a scientific edge in its workforce. A hub for life sciences, healthcare, technology and engineering has been a driving force supporting conference venues for smart-thinking events.

Meetings Hall of Fame

The **Palais des congrès** unveiled its own unique walk of fame this year: an art installation marking the names of all the international conventions crossing its path here over the last 26 years. Since it opened, Montreal's central convention centre has hosted over 4,500 events, including more than 1,000 conventions. It's not too late to add your convention's name: "There are numerous blank stones already installed that will be engraved in the years to come," acknowledges Palais president and CEO Marc Tremblay.

Photo: Tourisme Montréal



Create team dreams

When it comes to motivating high achievers, Montreal-based teambuilding company **Esprit de Corp** (espritdecorps.biz) is pushing at the boundaries of innovation. Since 2005, the company has led corporate teams to train for excursions such as cross-Canada bike tours, relay races between Montreal and New York and climbing Mount Washington to build team accomplishment and promote healthier individual lifestyles. Back at home, the company hosts workshops that enlighten participants' sense of well-being using innovative tools such as biofeedback and measurement of pH balance.

Airport Links

Serving the aerospace and pharmaceutical cluster in the West Island of Montreal helped inspire plans for the **Marriott Montréal Airport**, whose light-filled, contemporary design dispels old-fashioned notions about airport hotels. Planning for the future, it's already built on top of a rail station that will serve an anticipated high-speed link planned to downtown.

Photo: Marriott Montréal



Centre CDP Capital

Photo: Tourisme Montréal

Brainiest HQ

Grab a seat at the heart of the financial power in Montreal's Quartier International, with an event in the **Centre CDP Capital** (centrecdpcapital.com) featuring the spacious **Parquet**. An immense, eight-storey glass-walled atrium opens onto two outdoor terraces, and can accommodate banquets of 420 or a gala reception for 800.

SMART TICKETS

A sampling of who's meeting in the city

- **Professional Convention Management Association (PCMA) Leadership Conference** — June 2010
- **American Society of Plant Biologists** [1,700 delegates] — August 2010
- **World Energy Council** [4,000 delegates] — September 2010
- **International Association of Administrative Professionals** [2,000 delegates] — July 2011
- **Microwave Theory and Techniques Society** [10,000 delegates] — June 2012



ALL TOGETHER, NOW

If Montreal is in your sightlines for an upcoming conference or business event, and you need to make connections fast, the city's convention and visitor's bureau is a great first resource — whether it's for a formal RFP or just an informal chat about your group's needs.

Tania Bettinelli, who joined Tourisme Montréal in 2010 as vice-president, business markets, points to the clusters of downtown hotels collaborating their efforts to give meeting planners a diversity of price points, accommodation styles and proximity to dedicated convention spaces.

"It's interesting to see competitors getting together to serve a need, and it's an approach that has really taken hold in Montreal," she says, with growing attention to smaller meetings that may not be city-wide, yet that need ample space for professional events and business groups.

Of note, three groupings of meeting and convention hotels: **• Power of five.** The Place Bonaventure exhibition complex is hub to a group which includes the Marriott Château Champlain, The Hilton, The Sheraton Centre and the Fairmont Queen Elizabeth Hotel.

• Convention central. Adjacent to the Palais des Congrès you'll find the Hyatt, Le Westin and the InterContinental Montreal.

• Golden Square Mile. Serving upscale hotels on and around Sherbrooke Street and McGill University, the Centre Mont-Royal Conference and Special Event Centre (centremontroyal.com), is a member of the International Association of Conference Centers of North America.



Meeting match makers

Tourisme Montréal offers a wide range of free services and tools to help corporate and association meeting organizers:

- Coordination of your requests for proposals with member hotels and destination management services
- Research to find suitable meeting rooms, exhibition halls and hotels
- Recommendations on rate negotiations and site availability
- Assistance in preparing your preliminary budget
- Production of bid documents
- Assistance in identifying local leaders in your field
- Development of delegate promotional materials

tourisme-montreal.org

WITNESS THE SPECTACULAR METAMORPHOSIS OF THE NEW INTERCONTINENTAL MONTREAL



ELEGANT



EXCITING



ENRICHING



TIMELESS

"Each friend represents a world in us, a world not born until they arrive, and it is only by this meeting that a new world is born" — Anais Nin



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PROPERTY	GUEST ROOMS	MEETING ROOMS	SALES CONTACT
Le Méridien Versailles-Montréal	108	5	(514) 933-8111
Le Centre Sheraton Montréal	825	43	(514) 878-4040
Le Westin Montréal	454	39	(514) 380-3333
W Montréal	152	5	(514) 395-3135
Aloft Montréal Airport	136	1	(514) 633-0900

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