



AGENDA



9:00 AM	Participant registration
9:30 AM	Opening of the day Opening prayer and welcome remarks
9:45 AM	Conference – Artificial Intelligence for Tourism Entrepreneurs <i>Presented by Marie-Hélène Raymond, Visitor Experience Strategy Coordinator at the Musée national des beaux-arts du Québec and member of the Tourism AI Working Group</i> <i>Artificial intelligence is everywhere... but how can we use it simply, without spending hours or becoming experts? This conference offers a clear and practical overview of the possibilities AI offers to tourism entrepreneurs. Writing posts, creating slogans, planning a content calendar, designing an offer, or organizing ideas—AI can become a valuable everyday ally.</i> <i>Through hands-on examples adapted to your reality, you'll discover how to integrate a few basic AI concepts to save time, boost creativity, and improve communication tools. You'll leave with concrete tips, ideas to try the very next day, and the confidence that AI can be a simple, powerful tool at your service.</i>
10:45 AM	Coffee break and networking
11:00 AM	Kéroul Conference – Tourism Accessibility The Kéroul team will share insights on several relevant topics, including: <ul style="list-style-type: none">– The results of field visits to Indigenous tourism establishments as part of the provincial accessibility census– Examples of best practices in accessibility and inclusive hospitality observed on-site– An overview of the accessibility classification program, including evaluation criteria and support tools available to establishments
12:00 PM	Lunch and networking
1:30 PM	ANNUAL GENERAL MEETING <ol style="list-style-type: none">1. Opening of the Meeting2. Welcome address by the President3. Reading and adoption of the agenda4. Reading and adoption of the 2024 AGM minutes5. Audited financial statements as of March 31, 20256. Appointment of 2025–2026 auditors7. 2024–2025 Annual Report8. Adoption of proposed amendments to the bylaws9. Elections of Board members10. Question period11. Adjournment of the Meeting
3:30 PM	Door prizes