ADWEEK Comes to C2 Montréal Next Week

It took me about eight minutes to know that ADWEEK had to find a way to work with C2.

When I walked into the Grand Quay in the port of Montreal at my first C2 Montréal last May, the room flickered with an energy and light that I'd never experienced before at any event. (And, believe me, I go to a lot of events.)

Everything felt, sounded, smelled different: The gigantic wrought-iron arch sculpture called "The Portal" that greeted me; the oversized, shiny silver cushions and chairs where people were meeting and chatting; a custom pop-up restaurant concept; an activation called Neurodiverse Lasagna that was absolutely crackling; a hanging forest of wisps of paper with words on them that I later discovered was an introspection lab exploring our relationship with language and language models.

My first interaction with other C2 attendees involved tossing a ball around a circle and revealing to them what I valued most about my team (our mutual trust, fyi), followed by a guided meditation.

Recommended videos
https://www.adweek.com/brand-marketing/adweek-comes-to-c2-montreal-next-week/