



## MEDIA INVITATION

### LAUNCH OF A NEW SCHOOL CREATED FOR AND BY FIRST NATIONS AND PROPELLED BY EXECUTIVE EDUCATION HEC MONTRÉAL

**Tiohtià:ke (Montreal), November 18, 2021** — Executive Education HEC Montréal, in collaboration with the Assembly of First Nations Quebec-Labrador, invites media representatives to a press conference announcing the launch of First Nations Executive Education.

#### **WHAT? FIRST NATIONS EXECUTIVE EDUCATION LAUNCH**

##### **WHO?**

- Manon Jeannotte, First Nations Business Development and Governance Consultant — First Nations Executive Education co-initiator
- Ken Rock, Lawyer and Director, Société de développement économique d'Uashat mak Mani-utenam — First Nations Executive Education co-initiator
- Chief Ghislain Picard, Assembly of First Nations Quebec-Labrador
- Serge Lafrance, Adjunct Professor and Director, Executive Education HEC Montréal

**WHEN?** Thursday, November 25, 2021, 10:45 a.m.

**WHERE?** Le Centre Sheraton Montréal  
Salon 6  
1201 René-Lévesque Boulevard West  
Montreal, Quebec H3B 2L7

*NB: Accredited media are asked to pre-register. Vaccine passports are required for entry.*

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#### **INFORMATION, MEDIA ACCREDITATION AND INTERVIEW REQUESTS**

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