

social media campaigns or apps that have effectively and innovatively been an aid to interactions with the business community.

Other Promotion

Promotional Items

Unique items created specifically to promote or reinforce business/tourism themes, opportunities, attractions, or services. Must be innovative and customized for the purpose. (No generic objects with brand/logos will be judged). Where applicable, abstract should detail any efforts made to choose sustainable materials for these items and what message that it is sending to the community.

Promotional Video

Videos created to promote and/or reinforce business/tourism themes, opportunities, attractions, and/or services. Where applicable, abstract should detail any sustainable efforts and/or message that the video is sending to the community.

Promotional Events

Events geared to promoting economic development / tourism opportunities, attractions and services. To be considered, abstract must detail concrete outcomes and results of the event to as well as any sustainable motives or message associated with this event.

SUBMISSION BACKGROUND INFORMATION

If you are submitting in hard copy form attach this page to each submission, along with an abstract.

Budget Level (total economic development operating budget, not individual project budget).

Less Than \$200,000

\$200,001 - \$600,000

Greater than \$600,000

Category: Digital marketing

Title of Submission: Nouveau site Web Québec International (website)

Organization/Municipality: Québec International

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EDAC APPLICATION – QUÉBEC INTERNATIONAL WEBSITE

CATEGORY: DIGITAL MARKETING – WEBSITE

Purpose of the Project

Québec International (QI)—in constant evolution and with numerous mandates and an expanding team—deemed it necessary to completely redesign its website. Growing needs—both in terms of its clients and the information to be shared—drove QI to opt for a new, ergonomic, high-performance platform. With its clients at the heart of the discussion, the website has been reworked in the aim of simplifying and facilitating navigation. In contrast to the former site, which was designed in 2009–2010 and became cumbersome to access and manage over the years, the site redesign aimed to transform this immense information portal into a sleek, client-oriented site. The work was accomplished in collaboration with the Mirego firm and an external content writer.

Effectiveness/Meeting Objectives

Initially, the new site had three objectives: qualify the leads, inform, and sell. This first objective was the one that was most lacking on the former site, and—with QI’s many mandates and target communities—it constituted the main challenge to be addressed. The initial data obtained confirmed that the site redesign met the expectations well. Between March and June 2019, the site received a little under 90,000 visits—nearly 20,000 more than the same period in the previous year. Around 100 emails were sent to the appropriate teams from the site’s message form. With over 10,000 links, the new site now includes a little over 50 with information that is presented better.

Challenges and Changes Made

With its numerous services and communities, the website had to contain plenty of content with little text—a complex balance to achieve given that the attention of internet users tends to fade quickly. To solve this problem, the research and identification of needs and expectations were essential and strategic.

The construction of this new site therefore relied on several studies and discussions. A large-scale discussion about QI’s image and its various brands (Québec en tête and the key clusters, for example) had already taken place, which greatly influenced the visuals and structures used. Meetings with internal and external communities were also held throughout the development to validate whether the proposed solutions met their needs. These steps were taken over several months in order to build the new site on a solid foundation, and several adjustments to the homepage and navigational aspects were made along the way to better integrate these new elements.

Target Audience

Québec International's target audiences are numerous, in conjunction with the variety of its mandates. Local businesses, investors, workers, international students, and entrepreneurs are examples of the communities whose needs were taken into account throughout the development. The QI team itself is a target community that was consulted on many occasions. Furthermore, the site is also accessed by journalists for media purposes (data and economic publications).

Specifics of the Category

One of the most important innovations of the new site is its homepage. In a few questions, users see the series of QI's services and choose the one that is most relevant to them for the moment. According to their choices, they are directed to the other sections of the site, discover upcoming activities, or can get in touch with the QI team.

The site as a whole also underwent a true modernization. Beyond being responsive, its content was refined and restructured to facilitate reading, understanding of the services offered, and navigation. The colours are also lighter, and the tone—particularly in the French version of this bilingual site—speaks directly to visitors, making this presentation even more unique and friendly for an economic development agency.

Likewise, new analysis tools were implemented—including Hotjar—to follow users' behaviour and identify the difficulties that they encounter in order to eliminate them. Everything is managed by the QI team from a personalized content management system (CMS) to allow it to evolve over time and integrate data on new key industries and new tools, for example.

APPENDIX

WE ANSWER YOUR BUSINESS CHALLENGES THANKS TO OUR EXPERTS AND OUR NETWORKS

WHY ARE YOU VISITING US TODAY?

Step 1

Local customer

I am a Québec entrepreneur or professional



International customer

I am an international entrepreneur or investor



International talent

I am an international student or worker



I'm curious

I'm just curious to know more about your services



Step 2

EXCELLENT! AND WHAT DO YOU NEED AS AN ENTREPRENEUR OR A PROFESSIONAL?

Human resources

I want to recruit new international talent



Sales and exports

I want to sell and export all over the world



Entrepreneurship

I want to start my business or accelerate its growth



Investments

I want to expand or set-up in Québec



Innovation

I want to innovate and modernize my business



Collaboration

I want to collaborate with others in my industry



Step 3

HERE IS HOW WE CAN HELP YOU TO RECRUIT INTERNATIONALLY



Consulting services and support

Our experts can help you recruit and also answer your questions.



International recruitment missions

Learn about our international recruitment missions and see how they can help you find new talent.



Training, conferences and exchange circles

Educate yourself and get new ideas through our workshops, conferences, training programs and other activities.



Recruitment networking activities

Meet international students and newcomers and find the talent you need.



COMPARISON OF FRENCH AND ENGLISH TEXTS

French

SERVICES AUX ENTREPRISES: RECEVEZ ACCOMPAGNEMENT ET CONSEILS POUR TOUS VOS ENJEUX D'AFFAIRES



Vous êtes un entrepreneur ou un professionnel de la région de Québec? L'entreprise dans laquelle vous évoluez a son lot de défis. Vous aussi. Faites appel à notre équipe et avec notre accompagnement et nos conseils, réalisez tous vos projets d'affaires et facilitez votre réussite. Et ce, peu importe votre objectif.

Notre promesse: agilité, fiabilité, connectivité. Avec notre soutien, identifiez le bon parcours, trouvez les bons partenaires et accédez à une information d'affaires juste et pertinente. Une façon simple pour vous d'éviter les démarches inutiles, de minimiser vos risques et de saisir de nouvelles opportunités.

Voyez ce qu'on peut vous aider à accomplir et les services qu'on vous offre pour le faire.



RECRUTEZ DANS LE MONDE ENTIER

Besoin de sang neuf? L'embauche de travailleurs ou d'étudiants internationaux, vous y avez pensé? Qu'ils soient déjà ici, en processus d'immigration ou là-bas, avec notre aide, trouvez les talents dont vous avez besoin. Profitez de notre expérience et de nos réseaux de collaborateurs pour recruter des travailleurs.

English

BUSINESS SERVICES: GET SUPPORT AND ADVICE FOR ALL YOUR BUSINESS CHALLENGES



Are you an entrepreneur or a professional in the Québec City region? Your business has unique challenges that require unique solutions. Call upon our team for advice and support. With our help, you will achieve your business objectives more successfully—no matter what or how big they are.

We promise to provide you with unmatched agility, reliability, and networking. With our support, we will enable you to identify the right course of action, find the right partners, and gain access to accurate and relevant business information. It's an easy way to avoid unnecessary steps, minimize your risks and seize new opportunities.

Learn what you can accomplish with Québec International's business services.



RECRUIT AROUND THE WORLD

Are you looking for top talent? Have you considered hiring international workers or students? Whether they are already here, going through the immigration process or still in their native countries, we will accompany you in finding highly qualified professionals. Take advantage of our experience and network of partners to recruit workers for you.

[Recruit international talent >](#)

EXAMPLE OF STATISTICS



2.8%

Unemployment rate
(May 2019)



+ 4500

Job creation
(May 2019)



68.5%

Employment rate
(May 2019)



+ 4200

Change in active
population
(May 2019)

Need more information? Consult our annual review of the 2018-2019 labour market [>](#)

ECONOMIC GROWTH

Economic vitality in the Québec City census metropolitan area (CMA) and a robust labour market supported consumption, a major component of gross domestic product (GDP). Investment, however, was supported by the level of residential investment, with growth reaching a record high in 2018. Not to be outdone, public investment also contributed to the CMA's economic growth. Overall, the area maintained a growth level similar to that of 2017 (2.4%), a performance that brought the CMA's real GDP to \$35.8B in 2018.

Information updated as of May 2019.



**\$35.8
billion**

Real GDP
(2018)



+ 2.4%

Real GDP growth
(2018)



\$43,742

GDP per capita
(2018)



\$79,115

GDP per job
(2018)

ECONOMIC NEWS AND MEDIA CENTER



June 19, 2019

The fDi Magazine American Cities of the Future 2019-20 - Québec City Awarded Six Times as an American City of the Future



June 14, 2019

Great Exposure at BIO 2019 for Quebec's Life Sciences Business Ecosystem



June 14, 2019

Video Games in Québec City – 2019 Begins with a Wealth of New Releases



June 7, 2019

Record Unemployment Rate at 2.8% in the Québec City CMA in May



June 4, 2019

\$39M in benefits for the Capitale-Nationale key clusters and a new brand image



May 31, 2019

Parliamentary Secretary Lightbound highlights international investment in Québec



May 30, 2019

Report and Outlooks 2018-2019 - Demography



May 24, 2019

Report and Outlooks 2018-2019 - Economic Growth



May 10, 2019

Unemployment rate at 3.3% in the Québec City CMA in April