

## Evening Presentation Notice

### 2024 / 2025 Season

#### Chair

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#### Past Chair

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#### Ad-Hoc Managers

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#### Canadian Governor

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**Date:** **Wednesday, October 9th, 2024**  
**Time:** **6:00 PM to 8:30 PM**  
**Happy Hour:** **from 6:00 PM to 6:30 PM**  
**Location:** Alanis-Obomsawin room  
**National Film Board of Canada**  
1500 Balmoral street Montreal (Quebec)  
**Parking:** Îlot Balmoral paid underground parking (335 Mayor street)  
**Public transit:** Place des Arts metro station  
**Organized by:** SMPTE Montréal/Québec, in partnership with the National Film Board  
**Sponsored by:** SMPTE Montréal/Québec  
**Language:** French  
**Presentation:** **In Person and Virtual** ([Facebook](#))  
**Happy Hour:** Yes  
**Subject:** **Career Profiles: Women in Media Technology**  
**IMPORTANT:** This presentation, open to all, will be available in person and in virtual ([Facebook](#))  
**Please register via [Eventbrite](#)**  
Registration will close on October 9th at 19:00  
**Doors will open at 5:45 PM**  
**Doors will close at 6:45 PM**

Your Montreal chapter of the SMPTE, in partnership with the National Film Board, presents an evening entitled:

#### **Career Profiles: Women in Media Technology**

during which we'll have the pleasure of introducing you to inspiring women professionals who will share with us their unique journeys in the media and technology fields.

On the program: captivating presentations by:

- Annie Boisclair, Senior Director, Development, Operational Relations and Project Management, Radio-Canada.
- Jasmine Gervais, COO & Co-Founder, Wallrus Creative Technologies
- Joan Letarte, Senior Manager, Media Technology Systems, Bell Media
- Isabelle Lussier, Mixer, NFB
- Andréanne Taché, Senior Analyst, VSM Presentation, Radio-Canada

Before the evening gets underway, take advantage of our traditional Happy Hour to chat and network over delicious bites and beverages. It's a unique opportunity to learn and exchange with experts in our field.

We look forward to seeing you there! Don't miss it!

#### **Evening Schedule:**

**5:45 PM.:** Doors open (at 1500 Balmoral)  
**6:00 PM. - 6:30 PM.:** **Networking: appetizers and drinks will be offered**  
**6:45 PM.:** **Doors close**  
**6:30 PM. - 6:50 PM.:** **Andréanne Taché - Senior Analyst, VSM Presentation at Radio-Canada**  
**6:50 PM. - 7:10 PM.:** **Isabelle Lussier - NFB Mixer**  
**7:10PM. - 7:30 PM.:** **Joan Letarte - Senior Manager, Media Technology Systems, Bell Media**  
**7:30PM. - 7:45 PM.:** **Break**  
**7:45PM. - 8:05 PM.:** **Jasmine Gervais - COO & Cofounder / Wallrus Creative Technologies**  
**7:45PM. - 8:05 PM.:** **Annie Boisclair - Senior Director, Development, Operational Relations and Project Management at Radio-Canada**  
**8:30 PM.:** **End of the evening presentation**

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<https://www.smp.te.org/sections/montrealquebec>

**NOTICE-NOTICE-NOTICE**  
**PRESENTATION OPEN TO ALL**  
**PLEASE POST... PLEASE POST... PLEASE POST**

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**Portraits de carrières :  
Professionnelles en technologies des médias**

9 octobre 2024 - 18h - ONF

 <b>Annie Boisclair</b> Première directrice, Développement, relations opérationnelles et gestion de projets, Radio-Canada	 <b>Isabelle Lussier</b> Mixeuse ONF	 <b>Joan Letarte</b> Gestionnaire Principale, Systèmes de technologie des médias Bell Media	 <b>Andréanne Taché</b> Première Analyste, VSM Présentation Radio-Canada	 <b>Jasmine Gervais</b> COO & CoFondatrice Wallrus Creative Technologies
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Une soirée proposée par :  MONTREAL / QUEBEC

En partenariat avec : 

**Biography :**

**Andréanne Taché - Senior Analyst, VSM Presentation at Radio-Canada**



A 2014 Media Arts and Technologies graduate, I began my career as a multifunction technician at MusiquePlus / V télé. There, I worked mainly as a script generator technician, VTR operator and cameraman on several types of programs.

I joined Radio-Canada as a lighting technician and then moved to the on-air department.

An operator since 2016, I made the leap to on-air support in 2023. I'm now in charge of managing a system that's critical to the smooth operation of all CBC/Radio-Canada's French services.

Curious, resourceful and motivated, every day is an opportunity to learn new things!

**Isabelle Lussier - NFB Mixer**



Isabelle has been working in the field of music and sound for almost thirty years. She began her career as a drummer in several bands, where she developed an interest in composition, recording and mixing.

Following studies in sound design, which enabled her to manipulate the necessary tools, she was able to explore several branches of sound creation, first in theater, where she signed several sound designs and compositions, and later in mixing.

In 2007, Isabelle had the opportunity to join Technicolor as an assistant mixer, where she spent over 10 years learning this fascinating profession.

Since 2018, Isabelle has been working at the National Film Board.

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**Joan Letarte - Senior Manager, Media Technology Systems, Bell Media**



Joan Letarte is a media professional with over 32 years' experience. As Senior Manager, Broadcast Engineering, she has in-depth expertise in IT infrastructure, servers, virtualization, networking, security and project management.

Notable achievements include project management of Noovo's newsroom implementation, the move of Astral and Noovo to Bell Media's facilities at 1755 René-Lévesque East, and for the past two years, centralized management of virtualization infrastructures across Canada for Bell Media.

She is also responsible for systems security management for the Montreal and Toronto engineering teams, as well as for certain regions of Canada.

**Jasmine Gervais - COO & Cofounder / Wallrus Creative Technologies**



In business for 13 years and co-founder of 3 digital creativity companies, I now lead strategic and operational development at Wallrus; a creative deep tech agency that imagines immersive spaces and audience engagement solutions for the entertainment and experiential marketing industries.

Our track record has led us to deploy projects at major cultural and sporting events across Canada and the U.S. for brands such as Bell, NASA, National Geographic, Les Canadiens de Montréal, L'Oréal and Telus.

For me, innovation lives at the junction of raw talent, exceptional adaptability, nurtured collective intelligence and flawless communication.

Armed with this vision, my mission is to design, nurture and develop an ecosystem of employees, partners, customers and collaborators from all horizons, the catalyst for projects that push back our collective limits.

**Annie Boisclair - Senior Director, Development, Operational Relations and Project Management at Radio-Canada**



A Radio-Canada employee for 25 years, Annie has held a variety of positions within the organization, all with a sense of professionalism and a goal to surpass herself.

Her great ability to mobilize people, develop ideas and lead projects has enabled her to grow within the company.

A woman of ideas, she is keen to innovate, review processes, spice things up and surprise partners, while remaining financially and humanly accountable.

A woman with a head and a heart, she has always been interested in the human side of technology.

Her personal and professional development is orchestrated around the following themes: getting out of one's comfort zone, taking a seat at the table and curiosity in all its facets.

As a woman, mother and leader all rolled into one, the balance of this whole is fundamental to her.

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