



2nd Annual Marketing to Latinos

Banking & Finance Conference and Business Networking Event

In an ever-changing market place, marketers must stay on top of current topics and trends as well as acquire relevant management skills to make successful decisions in today's competitive business environment



Marketing to Latinos: Banking & Finance Conference

NOVEMBER 29, 2012 | BANK OF AMERICA TOWER | 8:30am – 5:00pm | NEW YORK CITY

Registration | Overview | Program | Speakers | Sponsors | Live Stream | Mobile | Venue | News | History | Networking Event |

PLATINUM	
GOLD	
SILVER	 IMAGEN Y COMUNICACIÓN

CONFERENCE PROGRAM

www.latinvision.com/conference/banking/program.pdf

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November 29, 2012 New York City
Bank of America Tower

Is the Hispanic banking and finance market a priority for you? Are you engaging with the growing number of Hispanic consumers and businesses? Are you missing out on sales to a \$1 trillion dollar purchasing power market?

In today's constant changing economy and increasingly competitive business environment, the evolving Hispanic demographic market in the U.S. is one of the most viable segments for incremental growth for companies, marketers and multitude of businesses.

**Learn - Make connections - Exchange ideas – Do Business
- Solidify your vision**

This information packed conference will feature insights, strategies and explore the facts and figures about the Hispanic banking and finance market and answer critical questions including:

How do businesses leverage Latinos' needs? How many Hispanics in the U.S. are there? What is their demographic and psychographic profile? What language do they prefer? This session will share information about Hispanics and discuss some ways the changing marketers are reaching the fastest growing minority group.

Find out about the latest developments in banking and finance business with an all-star speaking faculty comprised of innovators from major national brands, Hispanic marketing thought leaders and segment marketing experts. Learn/Hear what's being done successfully, Hispanic buying power and trends in consumer behavior, tools and techniques to allocate resources and measure return on marketing investment.

Top Reasons to Attend LatinVision Media's – Banking and Finance Conference:

- Cutting-edge Content and Unparalleled Networking Opportunities
- Hear an All-Star Speaking Faculty Comprised of Innovators from Major National Brands, Hispanic Marketing Thought Leaders and Segment Marketing Experts
- Knowledge – Top Executives Share Insight on Best Practices and Future trends
- Presentations providing an In-Depth Look at How to Discuss Your Brand, Your Product, Your Service and How to Reach Hispanic Audience
- Learn New Actionable Strategies and Network with Industry Movers and Shakers!

This Conference seeks to share and enhance a broader knowledge of industry's best practices to transform businesses and to better meet the demands of an increasingly mobile, fragmented, and elusive target audience. It will showcase New York City's efforts to promote and support Latin oriented Banks and Financial Institutions as well as to how businesses can benefit and contribute to the future of the industry.

The Conference is sponsored by major U.S. and International corporations.

This year's Conference will include a three-hour [networking business](#) reception where industry, talent and new players will be able to connect in a more relaxed environment at the crossroads of the world.

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WHO WILL BE ATTENDING

- Anyone who wants to be a Player in the banking and Finance Industry
- Career Changers
- Marketing Professionals
- Owners, Managers, Operators of Business
- Owners, Managers, Operators and Staff of Retail Organizations
- Corporate Communications Executives
- CEOs & Board members of Financial Corporations
- Venture capital and private-equity investors
- Investment Bankers
- Entertainment, Media, Technology Executives
- Corporate Marketing, Branding, and Agency Leaders
- Sales, Marketing, Advertisers, HR and PR Professionals
- Content Owners and Developers
- Wireless Industry Professionals
- Service Providers and Associations
- New Media Creators and Distributors
- Entrepreneurs and Professionals

WHY YOU SHOULD ATTEND

- Discover how to connect and effectively communicate with consumer and businesses, enhance their brand experience and ultimately inspire them to buy
- Find out how latinos interact with social media and what it means to your brand
- Get the insight you need to create a deep emotional connection
- How to connect your brands to align with her values and needs
- Hear new and fresh ideas to reach and engage the latino consumer
- Learn how to successfully segment the latino audience
- Uncover her purchasing behavior and the underlying emotions that drive it

PARTICIPATION & SPONSORSHIP

To register for the Conference: www.latinvision.com/conference/banking. To propose a speaker or topic, please send an e-mail to speakers@latinvision.com.

Current and previous sponsors include: Univision, Telemundo, Time Warner, ImpreMedia, V-me, Google, Yahoo, etc.

Benefits

Among the benefits offered to sponsoring companies of LatinVision Conferences' events are:

- Contribution to the [Conference program](#) and marketing strategy
- Speaking opportunities for senior company executives and participation in media activities
- Logo on all conference publicity and documentation

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- Promotion on LatinVision Conferences' website
- Exhibition stand space at the conference
- Complimentary admission at the event for senior executives and clients

There are might still be opportunities available to sponsor the Summit. Please contact us as soon as possible or visit our sponsorship packages at www.latinvision.com/conference/banking/sponsors.pdf

The promoters of the 2011 Conference would like to thank you in advance for your participation. In case you are not able to attend, you may access the conference via webcast, there will be complete coverage available at www.latinvisionlive.com

For information on how LatinVision Conferences could work with your organization, contact us:

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**This is an official event of
The Latin Media & Entertainment Commission of the City of New York**



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PROGRAM

Note:

Management reserves the right to make changes to Conference's session, speakers and venue. All sessions are filled on a first come, first seated basis. Recording devices and cameras, still or video are prohibited in the Conference Room.

TIME AM/PM	GENERAL THEME	PRESENTER/TOPIC	KEY POINTS
08:00 - 08:30	Registration	Check-in and Breakfast for Conference Participants	
08:30 - 08:45	Conference Opening & Special Presentation	Welcoming remarks by: Carlos Vassallo, CEO, LatinVision Media , Martee Saldaña Pierson Director of Diversity Programs Liberty Tax Service	
08:45 - 09:00	Coffee Break and Networking		
09:00 - 10:00	Panel 1 Financing and managing your business and personal wealth	Panelists: <ul style="list-style-type: none"> • Speaker 1 • Speaker 2 • Speaker 3 • Speaker 4 Moderator: <ul style="list-style-type: none"> • Carmen Wong Ulrich, Founder, Carmen Wong Ulrich 	
10:00 - 10:15	Coffee Break and Networking		
10:15 - 11:15	Panel 2 How financial companies can grow their Spanish-language audience online	Panelists: <ul style="list-style-type: none"> • Petra Pasquina, Vice President, Client Development, Univision Communications 	As mobile phone and laptop prices fall, making the Internet more accessible, how do Hispanics use online, social, and mobile media?

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	<ul style="list-style-type: none"> • Speaker 2 • Speaker 3 • Speaker 4 <p>Moderator:</p> <ul style="list-style-type: none"> • To be announced 	<p>Why is it critical that financial services companies adapt their digital marketing initiatives into Spanish? Learn the answers to these questions in this interactive conversation with leading brands and digital visionaries.</p>
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11:15 - 11:30	Coffee Break and Networking
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11:30 - 12:30	<p>Panel 3 Angel Investors, Venture Capital and Private Equity How to raise money for your idea and business?</p>	<p>Panelists:</p> <ul style="list-style-type: none"> • Speaker 1 • Speaker 2 • Speaker 3 • Speaker 4 <p>Moderator:</p> <ul style="list-style-type: none"> • To be announced
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12:30 – 13:15	<p>Power Lunch and networking</p>	<p>Keynote Speaker:</p> <ul style="list-style-type: none"> • To be announced <p>Presenter:</p> <ul style="list-style-type: none"> • To be announced
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13:15 - 14:15	<p>Panel 4 Bring every mobile phone latino user including the unbanked and disenfranchised into a financial ecosystem of opportunity and hope</p>	<p>Panelists:</p> <ul style="list-style-type: none"> • Diane Sanchez, EVP & President Global Operations, Mozido • Speaker 2 • Speaker 3
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- Speaker 4

Moderator:

- To be announced

14:15 – 14:30 Coffee Break and
Networking

14:30 – 15:30 **Panel 5**

Panelists:

- Speaker 1
- Speaker 2
- Speaker 3
- Speaker 4

Moderator:

- To be announced

15:30 – 15:45 Coffee Break and
Networking

15:45 – 16:45 **Panel 6**

Panelists:

- Speaker 1
- Speaker 2
- Speaker 3
- Speaker 4

Moderator:

- To be announced

16:45 – 17:00 **Closing Remarks**

- To be announced
- To be announced

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18:00 – 21:00 **Business Networking** www.latinvision.com/events

Expand your network by connecting with people who “do what you do”. Our events are designed to maximize your opportunity for meeting contacts

Stage, Speaker, Business Networking, Event and Catering Managers:

Betty Ortega, SVP, [Mexicanal](#)
Amanda Smith, Owner, [Amanda Smith Caterers](#)

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