



## 3rd Annual Marketing to Latinas

CONFERENCE AND NETWORKING

June 14, 2012 | C: 8:30AM - 5PM N: 5PM - 7:30PM | To be announced | NEW YORK CITY

Registration | Overview | Program | Speakers | Become a Sponsor | Live Stream | Mobile | Venue | News | History | Networking Event



An Official Event of the  
**NYC** Latin Media & Entertainment Commission

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**NOW!**



**U.S. Hispanic Purchasing Power is expected to reach \$1.4 trillion by 2013...  
But not many marketers are tapping into this potential**

# CONFERENCE PROGRAM



#latinvision

# 3rd Annual Marketing to Latinas Conference and Business Networking Event



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**Is the Hispanic market a priority for you? Are you engaging with the growing number of Hispanic consumers? 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 market and answer critical questions including:

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

**The 3rd Annual Marketing to Latinas Conference and Networking Reception**, hosted by LatinVision Media, seeks to share the secrets and insights to understanding and tapping into one of the most powerful Hispanic and Latin American target audiences: the female consumer. This conference is part of our year-round Marketing to Latinos Conference Series, with the mission to build strong bridges between the general market and the burgeoning Hispanic and Latin American business and consumer.

**Top Reasons to Attend LatinVision Media's – Latinas Conference:**

- Cutting-edge Content and Unparalleled Networking Opportunities
- All-Star Speaking Faculty Comprised of Innovators from Major National Brands and Rapidly Growing Brands
- Hispanic Marketing Thought Leaders and Segment Marketing Experts  
Presentations providing an In-Depth Look at How to Discuss Your Brand, Your Product, Your Service and How to Reach Hispanic and Latin Audiences
- Learn New Actionable Strategies to boost increase in ROI

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 Latinas as well as to how businesses can benefit and contribute to the future of this consumer segment.

This year's Conference will include a 2 ½ hour [business networking](#) 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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## Programming **Note: Speakers in green are Invited | Speakers in black are Confirmed**

**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	Welcome and Introductions	<p><b>Opening remarks:</b></p> <ul style="list-style-type: none"> <li>• Carlos Vassallo, CEO, <a href="#">LatinVision Media</a></li> <li>• Michelle Herrera Mulligan, Editor in Chief, <a href="#">Cosmopolitan for Latinas</a></li> <li>• <b>To be announced</b></li> <li>• <b>To be announced</b></li> </ul>	<p>Hearst Magazines, one of the world's largest publishers of monthly magazines announced that the first stand-alone issue of Cosmopolitan for Latinas, a new women's lifestyle publication targeted at English-speaking Latinas will hit newsstands nationwide on May 1. Edited by and written for modern Hispanic women, the magazine answers the call of a new generation of Latinas who celebrate both of their cultures, and are seeking content that reflects their unique lifestyles. Hear the editor-in-chief Michelle Herrera Mulligan explain about this major undertake</p>
08:45 - 09:00	Coffee Break and networking section		
09:00 - 10:00	<b>Panel 1 Luxury Brands and New Age of Latina Purchasing Power"</b>	<p><b>Panelists:</b></p> <ul style="list-style-type: none"> <li>• Deanna Canedo, Director of Multicultural Marketing – Hispanic, <a href="#">Walmart</a></li> <li>• <b>To be announced</b></li> </ul>	

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- **To be announced**

**Moderator:**

- **To be announced**

10:00 - 10:15 Coffee Break and networking section

10:15 - 11:15 **Panel 2  
Tapping into the  
Power of Latinas:  
Best Practices in  
Online Marketing  
Strategies**

**Panelists:**

- Isidra Mencos, Editorial Director, Americas & Spain, [BabyCenter Llc](#)
- Adela Hamann, Director of Marketing, [Terra](#)
- Kimberley M. McArthur, VP Multicultural Engagement, [Olson PR](#)
- Sarah Garrido, Marketing Manager, [Donald Pliner](#)

**Moderator:**

- Isabel Gonzalez Whitaker, Senior Editor, [InStyle Magazine](#)

11:15 - 11:30 Coffee break and networking section

11:30 - 12:30 **Panel 3  
Selling to Latinas:  
Traditional Channels  
+ Mobile, Apps and  
Social Media**

**Panelists:**

- **To be announced**
- Sonia Sroka, SVP Director of Hispanic Marketing, [Porter Novelli](#)
- **To be announced**
- **To be announced**

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## Moderator:

- **To be announced**

12:30 - 13:15

Power Lunch and a  
Special Presentation

- Carlos Manzano, Executive Director,  
[Latin Media and Entertainment](#)  
Commission of the City of New York

13:15 – 14:15

**Panel 4**  
**Marketing to Latina**  
**Moms**

## Panelists:

- Michael Olguin, CEO, [Formulatin](#)
- Maria Rodas, Multicultural  
Marketing Manager, [General Mills](#)
- Carlos Boughton, Brand Director,  
[Heineken](#)
- Leylha Ahuile, SVP, [Intel](#)

## Moderator:

- Johanna Torres, Founder,  
[miblogazine.com](#)

14:15 - 14:30

Coffee break and  
networking section

14:30 - 15:30

**Panel 5**  
**The Business of Retail**

## Panelists:

- **To be announced**
- **To be announced**
- **To be announced**

## Moderator:

- Daisy Auger-Domínguez, Managing  
Director, Exec Search Initiatives  
Worldwide Recruitment & Executive  
Search, [Time Warner Inc.](#)

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15:30 - 15:45 Coffee break and networking section

15:45 - 16:45

**Panel 6**  
**Latinas and Business:**  
**From the US to Latin**  
**America**

**Panelists:**

- To be announced
- To be announced
- To be announced
- Martha Ferro Geller, VP Strategic Accounts, [Translations.com](http://Translations.com)

**Moderator:**

- Hilda Garcia, VP of Multiplatform Content and Information, [ImpreMedia](http://ImpreMedia)

16:45 - 17:00

**Closing Remarks**

- Maria Lopez-Knowles, President, [Global Hue Latino](http://GlobalHueLatino)
- Ana L Flores, Founder & CEO, [Latina Bloggers Connect](http://LatinaBloggersConnect)

17:00 – 19:30

**Business Networking**

[www.latinvision.com/events](http://www.latinvision.com/events)

**Master of Ceremony:** Liz Sarachek-Blacker, Chief Revenue Officer, [Terra Networks](http://TerraNetworks)  
**Stage, Speaker, Business Networking, Event:** Betty Ortega, SVP, [Taylor Primero](http://TaylorPrimero)  
**Catering:** Amanda Smith, Owner, [Amanda Smith Caterers](http://AmandaSmithCaterers)

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



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## WHO WILL BE ATTENDING (Estimated Attendance: 120 people)

- VPs, Directors and Managers of Marketing, Advertising & Communications
- Directors and Managers of Product Development
- Brand and Product Managers
- Presidents and CEOs
- Directors and Managers of Business Development
- VPs, Directors and Managers of Media Buying & Planning
- Consumer Insight & Research Managers
- Strategic Planners
- Interactive Marketing Directors & Managers
- Creative Directors, Bloggers, Influencers and others □

## WHY YOU SHOULD ATTEND

- Discover how to connect and effectively communicate with women, enhance their brand experience and ultimately inspire them to buy
- Find out how women 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 female consumer
- Learn how to successfully segment the female audience
- Uncover her purchasing behavior and the underlying emotions that drive it

## PARTICIPATION & SPONSORSHIP

To register for the Conference: [www.latinvision.com/conference/latinas](http://www.latinvision.com/conference/latinas).

To propose a speaker or topic, please send an email to [speakers@latinvision.com](mailto:speakers@latinvision.com).

To sponsor a panel or learn about other opportunities, click [here](#).

Thank you to our previous Sponsors



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## LatinVision Media 2012 Marketing to Latinos Conference Series [www.latinvision.com/marketing](http://www.latinvision.com/marketing)



Marketing **Conferences**  
LATINVISION's FEATURED EVENTS

Be among the first to receive updates, information and special deals about our events.

**Marketing to LATINOS**  
CONFERENCE SERIES

Travel, Tourism and Hospitality [ Mar 1, 2012 ]  
Sports [ Apr 12, 2012 ]  
Marketing to Latinas [ Jun 14, 2012 ]  
Banking and Finance [ Nov 29, 2012 ]

CONVERGENCE 2012

**The CEOs Summit**

October 4, 2012

NYC Latin Media & Entertainment Convention | iab. | ADVERTISING

*Investing in Latin America & in the U.S. Hispanic Market*

September 20, 2012

INTERNATIONAL ECONOMIC ALLIANCE

LATINVISION's  
**HispanicBusinessNetworking**

LATINVISION MEDIA CONFERENCES & EVENTS >>



→ Business Networking



→ CEOs Summit



→ Pathways to Prosperity



→ Marketing to Latinos Series

Travel  
Sports  
Latinas  
CEO's Summit  
Banking  
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[www.latinvisionfinance.com/conference](http://www.latinvisionfinance.com/conference)

**Contact:** Violeta Alba | Conference Manager | [violeta@latinvision.com](mailto:violeta@latinvision.com) | 646-519-3580