

3rd Annual Marketing to Latinas Conference & Networking Reception, June 14th, 2012, NYC



For sponsorship inquiries and to learn more about our year-round **Marketing to Latinos Conference Series** Please contact: rey@latinvision.com or call 201-314-1229



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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#latinvision

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

"[Today,] there are 23.6 million Latinas. By 2050, she will comprise [1/4] of the US female population. Latinas consume media in both languages and looks for information that will improve her life and that of her family." [Leylha Ahuile, Mintel \(2011\)](#)

"[Latinas are] the fastest growing consumer segment in the U.S. and Latina shoppers are the decision makers for over 80% of all purchases among Hispanic households." [Redbeanblogs.com \(2010\)](#)

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.

We work closely with each sponsor to create a distinctive package tailored to individual marketing and business development objectives. Our aim with all our sponsors is to foster a mutually rewarding and long-term partnership. The cachet of being associated with the LatinVision brand, recognized internationally for holding premier forums that attract speakers and audiences of the highest caliber, is only the starting point. We offer a wealth of other specific benefits to companies that choose to sponsor our conferences and events.



Top Reasons Why People Attend LatinVision's Media Marketing to 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 the Hispanic and Latin Audiences
- Learn New Actionable Strategies to increase ROI

The Audience & Demographics

Who Will Be Attending (Estimated Attendance: 125-200 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

“Para darle las gracias por la invitacion a la conferencia. Todas la presentaciones fueron muy interesantes e informativas. Me imagino todo el tiempo, trabajo y esfuerzo que les lleva el organizar y ejecutar estos eventos.” **Bibiana Grau, Business Development, NBC Universal**

Who Attends Our Marketing to Latinos Conferences:

- General Market, U.S. Hispanic and Latin America
- CMOs, Entrepreneurs, Fortune 500 Executives, Business owners, Professionals, and many more.
- Affluent, mid to high-income bracket executives and professionals, many from Fortune 500 companies.
- Median Age Range 38-62 years old, 57% male
- **Conference and Event Photos/Videos**



CEOs Summit 2011 Attendee Composition	%
Executives (CEO, CMO, COO)	26
Entertainment, Media and Sports Executives	27
Corporate Marketing, Branding, Agency Leaders, Sales & PR	11
Venture capital, private-equity investors, advisory firms	10
Government Officials	8
Technology Gurus, Streaming/Digital Media, Wireless Experts	5
Corporate Board Members	4
Content Owners and Developers	3
TV, Radio, Cable and Satellite Broadcasters	2
Entrepreneurs and Professionals	2
Service Providers and Associations	1
Educators	1
Total	100

Banking and Finance 2011 Attendee Composition	%
Bankers, Investment Bankers, Financiers, Insurance Agents	48
Marketing Professionals	25
Venture capital and private-equity investors	14
Corporate Communications Executives	3
Entertainment, Media, Technology Executives	3
CEOs & Board members of Financial Corporations	2
Corporate Marketing, Branding, and Agency Leaders	2
Entrepreneurs and Professionals	2
Service Providers and Associations	1
Total	100



Our Invitees: Industries, Companies & Organizations

Academia / student	30 Segundos	Fox Deportes	Prada
Accounting	Adecco	Galavision	Pricewaterhouse Coopers
Advertising	Alston & Byrd	GAP	Primedia
Architecture	American Express	GE	Publicitas
Arts / Design	AOL Latino	Goldman Sachs	Revlon
Automotive	Arista Records	Google	Rodriguez Mejer Adv
Banking/ Finance	AT&T	HBO	SBC Communications
Biotech	Bank of America	Heineken	Skadden, Arps
Broadcasting	Bayer	Helmsley-Spear Inc.	Spanish Broadcasting
Communications / PR	Bear Stearns	Hearst	Sony
Computers	Bertelsman	Hilton	SwissRe
Construction	Bloomberg	HOY New York	Telefutera
Consulting	BNP	HP	Telemundo
Defense	BMW	IBM	Televisa
Diplomatic Service	Bravo Group	IVillage.com	Terra Network
Education	Bulgari	Johnson & Johnson	The Vidal Partnership
Energy	Burson-Marsteller	Jupiter Media	Time Warner
Entertainment / Media	Calvin Klein	JPMorgan Chase	TBWA/Chiat/Day
Government	Cargill	Latina	TK Theaters
Health Care/Hospitals	CBS	LVMH	Unilever
Hospitality	Cendant	Martha Stewart Living	United Artists
Human Resources	Christie's	Master Card Int'l.	United Nations
Import/Export/Trade	Citigroup	Mercedes Benz USA	Universal
Information Management	Clear Channel	Meredith	Univision
Insurance	Conde Nast	Merrill Lynch	UPS
Legal	Conill	MetLife	U.S. Government
Logistics	Continental Airlines	Microsoft	Verizon
Manufacturing	Columbia University	Morgan Stanley	Viacom
Marketing	Cornell Medical	MSNBC	VISA International
Non-profit/Associations	Credit Suisse	MTV Networks	VNU Media
Pharmaceuticals	Davidoff USA	NBC	Wachovia
Publishing	Dell	Nestle	Wing Latino
Real Estate	Deloitte & Touche	New Line Cinema	Walt Disney
Recruiting/Staffing	Discovery en Español	New York Times	WPP
Research & Development	El Diario la Prensa	News Corporation	
Retail	El Especial	Nestle	
Social Services	Embraer	New Line Cinema	
Software	Entertainment Week	New York Times	
Technology	Ernst & Young	News Corporation	
Telecommunications	Macy's	UBS	



American Chamber of Commerce	National Association of Hispanic Nurses
Argentinean – American Chamber of Commerce	National Association of Hispanic Publications
Asociación Interamericana de Hombres de Empresa	Association of Hispanic Real Estate Professionals
Asociacion Internacional de Webmasters Hispanos	National Community for Latino Leadership
Association of Small Business Develop Centers	National Directory of Spanish Talent
Association of Hispanic Advertising Agencies	National Hispanic Leadership Institute
Latino Professionals in Finance & Accounting	National Hispanic Business Association
Bolivian – American Chamber of Commerce	National Hispanic Business Group
Brazilian – American Chamber of Commerce	National Hispanic Corporate Council
Bronx Hispanic Chamber of Commerce	National Hispanic Media Coalition
Chilean – American Chamber of Commerce	National Hispanic Medical Association
Circulo Creativo del Mercado Latino en los EEUU	National Hispanic Scholarship Fund
Colombian – American Chamber of Commerce	National Society of Hispanic MBAs: NSHMBA
Columbia University Latin American Association	National Society of Hispanic MBAs
Directo Council for Hispanic Marketing	New Generation Latino Consortium
Dominican Bar Association: DBA	New York Chamber of Commerce
Ecuadorian – American Chamber of Commerce	NJ Hispanic Chamber of Commerce
Ethnic Print Media Group	NY Women Chamber of Commerce
Hermanidad de Sigma Iota Alpha, SIA – NYC	NYU Latin American Association
Hispanic Achievers	Panamanian–American Chamber of Commerce
Hispanic Advertising & Media Professionals	Paraguayan–American Chamber of Commerce
Hispanic Association of Colleges and Universities	PBAN: Professional Business Action Network
Hispanic Association on Corporate Responsibility	Peruvian – American Chamber of Comm
Hispanic Contractors Association	SBA Women's Business Centers
Hispanic Marketing & Communication Association	Small Business Administration (SBA)
Hispanic National Bar Association	Society of Hispanic Professional Engineers
Hispanic National Bar Association: NY	Society of Hispanic Professional Engineers
Hispanic Public Relations Association	South Regions Minority Business Council
Hispanic Women's Business Alliance	Spain Business
HispanSource	Statewide Hispanic Chamber of Comm of NJ
IAB (Hispanic Committee)	The City of NY Latino Media and Entertainment
Latin American Economic Development Association	The Hispanic Council on International Relations
Latin Business Association	The Labor Council for Latin American Advancement
Latino Entrepreneurs & Business Owners	The Latin American & Caribbean Economic Association
Latinos in Inf. Sciences and Technology	Uruguayan–American Chamber of Commerce
Mentor the National Hispanic Employee Association	U.S. Hispanic Chamber and Department of Commerce
Minority Business Development Agency	U.S. Government Export Portal

Past Speakers 2010



Liliana Gil
Managing Partners & Co-Founder, Acento G



Olivia Maloney
*Director, US Hispanic Sales & Solutions
AOL Latino*



Diane Rankin
President and Co-founder, bellezabandida™



Andiará Petterle
CEO, Bolsa de Mulher



Bilal Joa Silar
*Vice President and Channel Director,
Discovery Networks U.S. Hispanic Group*



Liz Sarachek Blacker
SVP Digital Sales, Impremedia



Karla Palomo
*Multimedia Financial Journalist,
karlapalomo.com*



Lauren Michaels
*Co-President & Publisher,
Latina Media Ventures*



Carlos Vasallo
CEO, LatinVision Media



Paul Lima
*President and Founder
Lima Consulting Group*



Ruth Gaviria
*CEO Hispanic Business Ventures,
Meredith Corporation*



Betty Ortega
SVP, Mexicanal



Laura Martínez
Founder, Mi blog es tu blog



Leylha Ahulle
*Senior Analyst of Multicultural Reports,
Mintel*



Maritza Puello
Executive Director, NY1 Noticias



Jackie Bird
CEO, Red Bean Society



Chiqui Cartagena
SVP, Story Worldwide



Carol Robles-Roman
Deputy Mayor for Legal Affairs, The City of New York



Jim Legg
*EVP of Leadership and Innovation,
The San Jose Group*



Cynthia Nelson
COO, Todo Bebe

For 2010 complete program, click [here](#)

Past Speakers 2011



Michelle Caruso-Cabrera
Anchor at CNBC and Author,
CNBC

Jackie Bird
CEO,
Redbean Society



Peg North
Senior Consultant,
Ethnic Technologies

Santiago Kember
Regional Director Latin America & US Hispanics,
Saatchi & Saatchi



Lizbeth Cardozo
Co-founder,
La Cosmopolatina

Dean Schwartz
Founder,
Surropa



Carlos Manzano
Executive Director,
Latin Media & Entertainment Commission NYC

Liz Sarachek Blacker
Chief Revenue Officer,
Terra Networks



Mariela Dabbah
Founder,
Latinos in College

Carol Robles-Roman
Deputy Mayor for Legal Affairs,
The City of New York



Carlos Vassallo
CEO,
LatinVision Media

David Scobey
Executive Dean General Studies,
The New School



Enedina Vega
Group Publisher Hispanic Ventures,
Meredith Corporation

Chiqui Cartagena
SVP Marketing,
Univision



Leylha Ahulle
Senior Analyst of Multicultural Reports,
Mintel

Rossana Rosado
Publisher & CEO,
El Diario La Prensa, ImpreMedia



Rosa Alonso
Founder & CEO,
My Latino Voice

Heidi Pellerano
VP, Wasseman Media Group



Elisa Palacios
Multicultural Marketing Manager,
Pernod Ricard

Liliana Gil
Managing Partner, XL Alliance
Host of Online Show, Moments2CultuRise



For 2011 complete program, click [here](#)



2012 Confirmed Speakers (Many More to Come!)

- Deanna Canedo, Director of Multicultural Marketing Hispanic, Walmart
- Daisy M. Auger-Domínguez, Managing Director, Executive Search Initiatives Worldwide Recruitment and Executive Search, Time Warner Inc.
- Michelle Herrera Mulligan, Editor in Chief, Cosmopolitan for Latinas
- Johanna Torres, Founder, miblogazine.com
- Martha Ferro Geller, VP Strategic Accounts, Translations.com
- Ana L Flores, Founder and CEO, Spanglish Baby & Latina Bloggers Connect
- Hilda García, VP of Multiplatform Content and Information, ImpreMedia
- Adela Hamann, Director of Marketing, Terra Networks
- Leylha Ahuile, SVP, Mintel
- Carlos Boughton, Brand Director, Heineken
- Maria Rodas, Multicultural Marketing Manager, General Mills
- Michael Olguin, CEO, Formulatin
- Carlos Manzano, Executive Director, Latin Media and Entertainment Commission of the City of New York
- Sonia Sroka, SVP Director of Hispanic Marketing, Porter Novelli
- Isidra Mencos, Editorial Director, Americas & Spain, BabyCenter LLC
- Isabel Gonzalez Whitaker, Senior Editor, InStyle Magazine

To View Our 2012 Conference Program (In-Progress), click [here](#)
To View Our 2012 Confirmed Speakers (In-Progress), click [here](#)



Some of the Many Benefits; Completely Customizable

> **LatinVision Consulting Services.** We further your business initiatives, whether global or local, by first understanding your company's immediate and long-term needs. We then make strategic introductions within our network that lead to business opportunities, media exposure, partnerships and/or talent acquisition.

> **Exposure to Our Vast US Hispanic and Latin American Business Network.** We have approx. 90,000 business professionals that operate in the US Hispanic and Latin American business communities, many from Fortune 500 companies.

- Superb Networking opportunities with delegates and speakers
- Speaking opportunities
 - Pitch your capabilities and unique selling proposition
 - Opportunity for Keynote
 - Showcase a compelling case study along side one of your clients
 - Present a white paper
- Brand positioning in front of esteemed colleagues, in a highly engaging forum
- Opportunity to invite your senior executives, clients and potential clientele
- Media exposure: 7,000 media outlets publish our press releases in English, Spanish and Portuguese
- Exposure through our media partners including: Fox News Latino
- Opportunity to host cocktails, a power lunch, or Networking Reception (5pm-7:30pm EST)
- VIP seating, special arrangements
- Contribution to the conference program and marketing strategy
- Premium Advertising in Program Magazine distributed on-site.
- Promotion on LatinVision Conference website: www.latinvision.com/conference/latinas

Current Sponsors



“Ethnic Technologies was a proud sponsor of the event. Thank you for organizing an informative, interesting and lively day.”

Peg North, Senior Consultant, Ethnic Technologies (2011)

Partners



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