

4th Annual Marketing to Latinos: Sports Conference Program

One of the fastest growing global industries meets the fastest growing population segment in the U.S. Learn best practices and get inspired by the thought leaders in the industry to strategize and maximize return on investment in the months and years ahead.



Marketing to Latinos Sports Conference & Networking

Thursday, April 11, 2013 | McGraw-Hill HQ | C: 8am - 5pm N: 5pm - 7pm | New York City

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



REGISTER
NOW!



UNITED STATES TENNIS ASSOCIATION



\$ 1 TRILLION IN PURCHASING POWER

Learn and Share Marketing Strategies, Best Practices, Case Studies, and Campaigns to effectively Reach Hispanic and Latin American Consumers and Businesses



#latinvisionsports

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Is the Hispanic and Latin American sports market a priority for you? Are you engaging with the growing number of Hispanic sports fans? Are you missing out on sales to a consumer base with over \$1.2 trillion dollar in purchasing power?

The burgeoning Hispanic demographic 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

Learn insights, strategies and explore the facts and figures about the Hispanic and Latin American sports market. How do businesses leverage Latinos' passion for Soccer and other sports?

How do we reach the fan on social media, mobile phone, and tablet? In 2013, do they still prefer *Fútbol over American Football*? Do you need to only speak Spanish to access passion points and create a deep emotional connection?

Walk away with recommended tools and techniques to better measure your return on your investment.

7 Reasons to Attend LatinVision Media's Sports Marketing Conference:

1. Top Sports Executives Share Insight on Best Practices, Future trends, and New Case Studies.
2. Experience Unparalleled Networking Opportunities.*
3. Hear new and fresh ideas from an All-Star Speaking Faculty Comprised of Innovators from Major National Brands, Hispanic Marketing Thought Leaders, and Segment Marketing Experts describe their experiences.
4. Get inspired to take action from presentations providing an In-Depth Look at How to Discuss Your Brand, Your Product, Your Service and How to Reach Hispanic and Latin American Audiences
5. Get the insight you need to create a deep emotional connection and align your brand with the fan/follower's values and needs.
6. Learn how to successfully segment the Latino audience.
7. Learn the differences between Brazilian and Latin American culture,

*In addition to networking opportunities during coffee breaks and lunch, this year's Conference will include a three-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

Contents

Description
Page 2

Program
Page 3

Attendance
Page 7

Participation & Sponsorship
Page 5

Marketing to Latinos Conference Series
Page 9

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Programming **Note: Speakers in red are Invited | Speakers in black are Confirmed**

Note: Management reserves the right to make changes to Conference's session and speakers. 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	PANELISTS/MODERATORS	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: <ul style="list-style-type: none"> • Carlos Vassallo, CEO, LatinVision Media • Speaker • Speaker 	
08:45 - 09:00	Coffee Break and Networking		
09:00 - 10:00	Panel 1	Panelists: <ul style="list-style-type: none"> • Speaker • Speaker • Speaker • Speaker Moderator: <ul style="list-style-type: none"> • To be announced 	Examine the impact of globalization on the sports marketing industry and gain a 360 degree view of international exposure
10:00 - 10:15	Coffee Break and Networking		
10:15 - 11:15	Panel 2	Panelists: <ul style="list-style-type: none"> • Speaker 	

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April 11, 2013 | McGraw-Hill HQ | New York City

- Speaker
- Speaker
- Speaker

Moderator:

- To be announced

11:15 - 11:30 Coffee Break and Networking

11:30 - 12:30 **Panel 3**

Panelists:

- Speaker
- Speaker
- Speaker
- Speaker

Moderator:

- To be announced

12:30 – 1:15 **Power Lunch and networking**

Keynote Speaker:

- To be announced

1:15 - 2:15 **Panel 4**

Panelists:

- Speaker
- Speaker
- Speaker
- Speaker

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Moderator:

- To be announced

2:15 – 2:30 Coffee Break and Networking

2:30 – 3:30 **Panel 5**

Panelists:

- Speaker
- Speaker
- Speaker
- Speaker

Moderator:

- To be announced

3:30 – 3:45 Coffee Break and Networking

3:45 – 4:45 **Panel 6**

Panelists:

- Speaker
- Speaker
- Speaker
- Speaker

Moderator:

- To be announced

4:45 – 5:00 **Closing Remarks**

Panelists:

- Speaker
- Speaker

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Moderator:

- To be announced

5:00 – 7:00

Networking Reception

www.latinvision.com/events

Our events are designed to maximize your opportunity for meeting contacts. Enjoy free drinks, free food, and a relaxed atmosphere

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

Betty Ortega, SVP, [Taylor Primero](#) | Amanda Smith, Owner, [Amanda Smith Caterers](#)

Who Should Attend

- Anyone who wants to be a Player in the Sports and Events Marketing Industry
- Marketing and Events Professionals
- Owners, Managers, Operators and Staff of: Sports Teams, Related Trade Organizations, Venues and Facilities
- 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
- Select advisory firms, and select founders / senior managing partners of investment firms
- Venture capital and private-equity investors
- Entertainment, Media and Sports Executives
- Cable and Satellite Companies
- Government Officials
- TV, Radio and Cable Broadcasters
- Corporate Marketing, Branding, and Agency Leaders
- Content Owners and Developers
- Sports Bloggers
- Wireless Industry Professionals
- Service Providers and Associations
- Sales, Marketing and HR Professionals
- Advertising Agency Thought Leaders
- PR Agency Thought Leaders
- Social Media Experts
- Technology Gurus
- The Streaming Media Industry
- Entrepreneurs and Professionals

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PARTICIPATION & SPONSORSHIP

To register for the Conference, go [here](#).

To express your ideas or suggestions on speakers and discussion topics please send an email to: speakers@latinvision.com.

Many of the world's best known and most successful companies have chosen to become sponsors of LatinVision's Conferences and Events.

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 LatinVision Conferences--a brand recognized internationally for holding forums that attract 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.

Benefits

Among the benefits offered to sponsoring companies of LatinVision's Conferences and 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
- Promotion on LatinVision's Conference website
- Exhibition stand space at the conference
- Complimentary seating at the event for senior executives and clients
- Networking opportunities with delegates and speakers
- Privileged access to senior executives and government officials

There are still opportunities available to sponsor the Conference and Event. We suggest that you contact us as soon as possible to take advantage of the benefits of this unique opportunity. See our sponsorship packages at www.latinvision.com/conference/sports/sponsors.pdf.

The promoters of the 2013 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 live stream at www.latinvisionlive.com.

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



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For speaking opportunities, please contact:
Violeta Alba
Conference Manager
Tel: (646) 519-3580
Fax: (469) 533-4874
Email: violeta@latinvision.com

For sponsorship information, please contact:
Daren McKelvey
Director of Business Development
Tel: (617) 291-6320
Email: daren@latinvision.com

2012/3 Marketing to Latinos Conference Series: www.latinvision.com/marketing



Marketing Conferences

LATINVISION's FEATURED EVENTS

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

<p>Marketing to LATINOS CONFERENCE SERIES</p> <p>Travel, Tourism and Hospitality [Mar 1, 2012] Sports [Apr 12, 2012] Marketing to Latinas [Jun 14, 2012] Banking and Finance [Nov 29, 2012]</p>	<p>CONVERGENCE 2012 The CEOs Summit October 4, 2012</p> <p>NYC Latin Media & Entertainment Commission iab. ADVERTISING WEEK</p>	<p><i>Investing in Latin America & in the U.S. Hispanic Market</i></p> <p>September 20, 2012</p> <p>INTERNATIONAL ECONOMIC ALLIANCE</p>
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LATINVISION's
HispanicBusinessNetworking