



Third Annual Marketing to Latinos Travel, Tourism & Hospitality Conference and Business Networking Event



Marketing to Latinos: Travel, Tourism & Hospitality

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



CONFERENCE PROGRAM



#latinvisiontravel

Third Annual Marketing to Latinos Travel, Tourism & Hospitality Conference and Business Networking Event



February 28, 2013 | New York City

Is the Hispanic and Latin American Travel, Tourism and Hospitality market a priority for you? Are you engaging with the growing number of Hispanic consumers? Are you missing out on sales to a \$2 trillion dollar purchasing power market?

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

This one-day event brings together major industry players and some of the best minds in the field and to share best practices and strategies, high-level ideas, and to shed light on current and future growth opportunities and trends in marketing to U.S. Hispanic and Latin American Consumers and Businesses.

U.S. Hispanics alone represent the second largest market in the country, with an estimated \$1.3 trillion in consumer purchasing power as of 2013 according to [Intel](#) Corp. The conference will be presented in the form of thematic panels and/or personal presentations, moderated by experts in their respective fields, followed by questions from the audience.

View last year's [program](#).

Top Reasons to Attend LatinVision Media's – Travel, Tourism and Hospitality Conference:

- Cutting-edge Content
- Unparalleled Networking Opportunities
- All-Star Speaking Faculty Comprised of Innovators from Major National Brands, Hispanic Marketing Thought Leaders and Segment Marketing Experts
- Learn New Best Practices in Marketing to Hispanics and Latin Americans
- New Travel Technologies that can Increase Revenues
- How Brands are leveraging Social Media and Mobile Integration to Grow More Than Ever
- Golden opportunities in Latin America's largest market: Brazil
- Uncovering the Needs and Habits of Hispanic and Latin American Travelers
- Actionable Strategies on where to put your Marketing Dollars Right Now in the Industry

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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 Welcoming remarks and a Special Presentation	Welcoming remarks by: <ul style="list-style-type: none"> • Carlos Vassallo, CEO LatinVision Media • Carlos Manzano, Executive Director of the Latin Media & Entertainment Commission of the City of New York 	
08:45 - 09:00	Coffee Break and networking		
09:00 - 10:00	Panel 1 The Business of Travel, Tourism and Hospitality. Meet the new disruptors.	Panelists: <ul style="list-style-type: none"> • Alex Torrenegra, Co-Founder and Chairman, BookingMarkets • Stephanie Abrams, President and CEO, Sabrams.com • Diego Saez-Gil, Co-founder & CEO, Inbed.me Moderator: <ul style="list-style-type: none"> • Linda Ayares, SVP, M. Silver Associates 	Travel and tourism is the world's largest industry, employing 231 million people; it generates more than \$737 billion dollars a year in the U.S. alone.
10:00 - 10:15	Coffee Break and networking		

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10:15 - 11:15

Panel 2

What do Latinos REALLY want when it comes to travel? Using Digital Media and Social Networks to reach these decision makers.

Panelists:

- Jose Barreiro, Director of Digital Sales, [Travel Channel](#)
- Erik Cima, VP of Hispanic Markets, [Outbrain](#)
- Ana Roca Castro, CEO, [Premier Social Media](#)

Moderator:

- Mike Valdés-Fauli, President, [Jeffrey Group](#)

11:15 - 11:30

Coffee Break and networking

11:30 - 12:30

Panel 3

Discover Brasil

Panelists:

- Jose Gherardi - President [HOTUR](#) Multinational Travel Group and New President of BTOA - [Brazil Tour Operators Association](#)
- Arthur Berman - Vice-President of LATOUR Tour Operator part of [Isram](#) Group New Vice-President of [Brazil Tour Operators Association](#)
- George Carrancho, Manager Diversity Markets, [American Airlines](#)

Moderator:

- Joseph Buhler, Principal, [Buhlerworks](#)

12:30 - 13:15

Power Lunch

Keynote Presentation

- Alfonso Sumano, Regional Director for North America, [Mexico Tourism Board](#)
- Michaela Guzy, Former VP Global Travel & Strategic Development Corp Integrated MKtg & Sales, [American Express Publishing](#)

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Interviewed by:

- Hilda Garcia, VP Multiplatform for News and Information, [Impremedia](#)

13:15 – 14:15

**Coffee Break and
Power Networking**

**Learn - Make connections -
Exchange ideas – Do Business**

14:30 – 15:30

**Panel 5
Maximizing ROI from
U.S. Latino Travel
Marketing Campaigns**

Panelists:

- Joaquin Pradas, Director Business Development, [Grupo Parada](#)
- Marcelo Rodriguez, CEO, [Inlanet](#)

15:30 – 15:45

**Coffee Break and
networking**

15:45 – 16:45

**Panel 6
Luxury Travel**

Panelists:

- Lisa Theodore, Former VP Travel & International, [Tribune](#)
- Mauricio Leyton, Director of Alliances, [Virtuoso](#)

Moderator:

- Michael Luongo, Freelance Writer, Editor and Photographer, [Michael Luongo](#)

16:45 – 17:00

Closing Remarks

- Nicolas Ferri, VP Latin America & Caribbean, [Delta Air Lines](#), and Carolyn Cauceglia, Vice President, Strategic Sales & Account Management, [Amadeus North America](#)

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18:00 – 20:30 **Business Networking** • www.latinvision.com/events

Master of Ceremony, Stage, Speaker, Business Networking, Event and Catering Managers:

Marilyn Dominguez, Social Media GM, [Terra Networks](#)

Betty Ortega, SVP, [Taylor Primero](#)

Amanda Smith, Owner, [Amanda Smith Caterers](#)

Eric Di Monte, [LatinVision Media Inc.](#)

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This year's Conference will include a two-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.



WHO WILL BE ATTENDING

- Executives representing Countries that promote Travel and Tourism
- Marketing Professionals
- International Events and Sales Professionals
- Owners, Managers, Operators and Staff of Hotels, Venues & Facilities
- Corporate Communications Executives
- CEOs & Board members of interactive entertainment corporations
- Venture capital and private-equity investors
- Executives in charge of Travel, Tourism and Hospitality Portals
- Transportation Executives including airlines
- Luxury Lines Executives
- Anyone who wants to be a Player in the Travel, Tourism and Hospitality Industry
- Cable and Satellite Companies
- TV, Radio, Cable Broadcasters and TV Executives, Producers, and Talent
- 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
- Streaming Media Industry, Print, Online and Video Journalists
- Entrepreneurs and Professionals

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WHY YOU SHOULD ATTEND

- Cutting-edge Content and Unparalleled Networking Opportunities
- 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 for your brand
- Get the insight you need to trigger a deep emotional connection
- Hear an All-Star Speaking Faculty Comprised of Innovators from Major National 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 Audience
- Learn New Actionable Strategies and Network with Industry Movers and Shakers

It will also showcase New York City's efforts to promote and support Travel and Tourism as well as to how businesses can benefit and contribute to the future of the industry.

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



PARTICIPATION & SPONSORSHIP

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

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

There are still opportunities available to sponsor the Conference. Please contact us at Daren@latinvision.com

Follow the conversation using hashtag [#latinvisiontravel](#) and make sure you click attend on our [LinkedIn event page](#) to help promote yourself and the conference.

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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 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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LatinVision Media 2012/3 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 for 2011

<p>Marketing to LATINOS CONFERENCE SERIES</p> <p>Banking and Finance [Dec 1, 2011] 2012</p> <p>Travel, Tourism and Hospitality [Mar 1, 2012] Sports [Apr 12, 2012] Marketing to Latinas [Jun 14, 2012]</p>	<p>CONVERGENCE 2011 The CEOs Summit</p> <p>October 6, 2011</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 22, 2011</p> <p>INTERNATIONAL ECONOMIC ALLIANCE</p>
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LATINVISION's
HispanicBusinessNetworking

Travel	www.latinvision.com/conference/travel
Sports	www.latinvision.com/conference/sports
Latinas	www.latinvision.com/conference/latinass
CEOs Summit	www.latinvision.com/conference
Banking	www.latinvision.com/conference/banking
Investment	www.latinvisionfinance.com/conference