

From: MMRNews (Multicultural Marketing News) [mailto:mmrnews@multicultural.com]

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Subject: Recommended Multicultural and Diversity Conferences and Events for Communications Professionals Through May 2012

Recommended Multicultural and Diversity Conferences and Events for Communications Professionals Through May 2012

Multicultural Marketing Resources, Inc. (MMR) has compiled this updated, comprehensive Calendar of Recommended Multicultural and Diversity Seminars and Conferences of interest to marketing professionals who target Hispanics, African Americans, Asian Americans, women, the GLBT market, and other cultural groups. The calendar, sent via MMRNews, is also posted at multicultural.com/calendar. *If you have an event to be added to this calendar, please submit your listing (no charge, subject to approval) at http://multicultural.com/calendar/add_event. If you need a speaker on multicultural marketing or diversity, visit MMR's Speaker Showcase at http://multicultural.com/Speaker_Showcase/speakers_main.*

This Edition's Featured Events



The 15th Annual Fundraising Gala of the American Foundation for the University of the West Indies, January 25, NYC

The American Foundation for The University of the West Indies (AFUWI), established in 1956, is a non-profit organization which serves as the primary vehicle for The University of the West Indies (UWI) in its fundraising efforts in the United States. The organization will host its 15th Annual Fundraising Gala on Wednesday, January 25, 2012 at The Pierre in New York City. Honorary Patron of the event is Dr. The Hon. Harry Belafonte, O.J.; Honorary Chair is Hon. David N. Dinkins. The gala chair is Janet Rollé, EVP & Chief Marketing Officer, CNN Worldwide and the dinner chair is Kaye Foster-Cheek, Senior Vice President, Human Resources, Onyx Pharmaceuticals. This year's awardees include Byron Lewis, Chairman & CEO, UniWorld Group (Special Award); JetBlue (Corporate Award); Basil Patterson (Caribbean Luminary Award), and Barbara Pyle (Vice Chancellor's Achievement Award). Tickets and sponsorships are available. **For more information call event producer Dwight Johnson Design at 212-889-4694 or visit www.afuwievents.org/afuwi.**



Move Your Supply Chain Forward and Support Diversity Initiatives, February 8-9, Grapevine, TX

Discover new strategies and best practices from leading executives in procurement and supply chain management - American Red Cross, Capital One, Clorox, Corning, Deutsche Bank, Federal Reserve Bank, IBM Global Technology Services, MasterCard Worldwide, MeadWestvaco, Merck, Royal Caribbean, Spirit Airlines, Starbucks, Tyco International and Veolia Water N.A.

Institute for Supply Management™ (ISM) has three upcoming summits to help you transform your supply chain. Encourage a multicultural workforce and elevate your supplier diversity initiatives at:

- * [Black Executive Supply Management Summit](#) - February 8-9, 2012
- * [Hispanic Supply Management Summit](#) - February 8-9, 2012
- * [Women Executive Supply Management Summit](#) - February 8-9, 2012

All summits located at the Hilton DFW Lakes Executive Conference Center, Grapevine, TX. Each summit has its own set of workshops but general sessions are together for added networking with your colleagues attending other summits. Students are invited to attend. **Register now at www.ism.ws or 800-888-6276.**



Black Enterprise Presents The 2012 Women of Power Summit, February 15-18, Orlando

'Save \$200 off Registration right NOW until 2/3/2012 when you enter this DISCOUNT CODE: MCWPS for 1195 through Feb 3, 2012.

Join the most accomplished women in business, seasoned experts and an unparalleled network of professionals, for a 3-day premier executive leadership event of the year! All ...while

enjoying the luxurious backdrop of the Ritz Carlton in sunny Orlando, Florida. This promises to be an unforgettable experience you don't want to miss!

Here's the latest news on our dynamic program and phenomenal Legacy Award Recipients including Rachel Robinson, Anita Hill and Carole Simpson:

1. Managing Sabotage: How to fight the battles without losing the war.
2. The Anti-Social Executive: How to step out of your comfort zone for career advancement.
3. Risk Takers & Rule Breakers: How to be a game changer in your professional life.

Get the complete program agenda here: www.blackenterprise.com/events/2011/12/27/dont-miss-out-on-the-dynamic-speakers-who-will-be-joining-us-this-year-at-the-women-of-power-summit.

The 2012 Women of Power Summit concludes with a chic dinner and amazing concert experience with R&B headliner Eric Benet. Keep up with the latest #WOMENOFPOWER news from your smart phone by texting 'BENOW to 95323'. Don't miss out on this experience! **For more information visit www.blackenterprise.com/events/women-of-power-summit.**



Ethnic Marketing: How to Target the Multicultural Consumer, April 27-28, NYC

New York University's (NYU) School of Continuing & Professional Studies will offer the two-day multicultural marketing course, "Ethnic Marketing: How to Target the Multicultural Consumer," to be held Friday April 27th and Saturday April 28th, from 9am - 5pm on both days. The class instructor is Lisa Skriloff, Adjunct Faculty member at NYU since 2001 and President of Multicultural Marketing Resources, Inc. (MMR), a public relations and marketing firm located in NYC. The class will provide an overview of multicultural market trends and cover specific niche markets (Hispanic, African American, Asian American, Gay/Lesbian, Disability, among others) featuring guest presenters with expertise in each market. "Students," usually professionals already working in marketing, will learn how corporations, organizations and small business owners can tap into this \$2 trillion market and about resources to develop their own marketing plans. **To learn more about the class and to register, please visit www.scps.nyu.edu/course-detail/X50.9267/20111 or contact Lisa Skriloff at 212-242-3351 or Lisa@multicultural.com.**



National Association of Black Journalists Annual Convention & Career Fair, June 20-24, New Orleans

The National Association of Black Journalists (NABJ) welcomes you to join us from June 20th - 24th as we gather in New Orleans for the 36th Annual Convention and Career Fair! Thousands of journalists, media executives, public relations professionals, and students are expected to attend to network, participate in professional

development sessions and celebrate excellence in journalism. NABJ will host an array of special events during the convention. The annual convention is the premier venue for digital journalism education, career development, and the nation's leaders in media, business, arts & entertainment and technology. Professional journalists, students and educators will take part in full- and half-day seminars designed to strengthen and enhance their skills. Workshops throughout the five-day convention will highlight journalism ethics, entrepreneurship, specialized journalism and transitioning journalism skills to book publishing, screen writing and media relations. **For additional information:** www.nabj.org.



2012 Hispanic Retail 360 Summit, JW Marriott at LA Live, August 15-17, Los Angeles

The Hispanic Retail 360 Summit, now in its eighth year, is the retail industry's premier event for retailers and marketers looking to grow their business with the Latino consumer market in the U.S. It is a high-level Conference & Tabletop Exhibition including an informative conference program and opportunities for face-to-face interaction between retailers, suppliers and experts in Latino marketing. The conference provides retailers and suppliers a complete 360 degree look at the Hispanic shopper, using data from various research companies, retailer case studies, and noted experts on demographics, buying behavior, segmentation, marketing, merchandising, product sourcing, store design and in-store marketing to Latino consumers. This year's event will feature **JR Martinez**, 2011's winner of **Dancing with the Stars** and **Guy Garcia**, award-winning journalist and novelist. **For more information visit** www.hispanicretail360.com.

JANUARY

Jan 25 "The 15th Annual Fundraising Gala of the American Foundation for the University of the West Indies," NYC, The American Foundation for The University of the West Indies, www.afuwievents.org/afuwj

Jan 25-27 "15th Annual Wall Street Project Economic Summit," NYC, Rainbow Push & Wall Street www.wallstreetproject2012.org

FEBRUARY

Feb 1-3 "The American Advertising Federation's Most Promising Minority Students 2012," NYC, The American Advertising Federation, www.aaf.org/default.asp?id=213

Feb 8 "Asian American Legal Defense and Education Fund Lunar Year Gala," NYC, Asian American Legal defense and Education Fund, www.aaldef.org

Feb 8 "Cultural Competency: Why - and How - Every Company Must Develop This Skill for Internal and Cross-Border Diversity," NYC, Diversity Best Practices, <http://bit.ly/y1h2v0>

Feb 8-9 "ISM Diversity Summits - 4th Annual Women Executive Supply Management Summit," Dallas, Institute for Supply Management, www.ism.ws/education/content.cfm?ItemNumber=21797

Feb 8-9 "ISM Diversity Summits - 9th Annual Black Executive Supply Management Summit," Grapevine, TX, Institute for Supply Management, www.ism.ws/education/content.cfm?ItemNumber=21795

Feb 8-9 "ISM Diversity Summits - 5th Annual Hispanic Supply Management Summit," Dallas, Institute for Supply Management, www.ism.ws/education/content.cfm?ItemNumber=21799

Feb 9 "Latina Style 50: Awards Ceremony and Diversity Conference," Washington, DC, Latina Style Inc., <http://latina50.latinastyle.com>

Feb 11 "Multicultural Resource EXPO," Shakopee, MN, Carnavalia MultiCultural Resource Magazine, <http://diversityfairs.eventbrite.com>

Feb 13-18 "NAAAS & Affiliates 20th National Conference," Baton Rouge, National Association of African American Studies and Affiliates, www.naaas.org

Feb 15-18 "The 2012 Women of Power Summit," Orlando, FL, Black Enterprise, www.blackenterprise.com/events/women-of-power-summit

Feb 16 "2012 Advertising Working Mothers of the Year," NYC, Advertising Women of New York, www.awny.org/eventscalendar.html

Feb 22 "DiversityInc Innovation Fest!" Newark, DiversityInc, <http://bit.ly/ywnUuS>

Feb 23-24 "5th Annual Diversity & Inclusion Seminar Barcelona 2012," Barcelona, Spain, Icon Events International, www.diversity.iconeventsinternational.com

Feb 27-29 "U.S. Hispanic Marketing Summit," Miami, IQPC, www.ushispanicmarketingsummit.com

MARCH

Mar 6 "New Rules of Engagement: How Multicultural Initiatives Are Leading the Conversation," New York Women in Communications, www.nywici.org

Mar 12 "Gay & Lesbian Marketing Symposium," Dallas, Community Marketing, www.communitymarketinginc.com

Mar 13 "Multichannel News Wonder Women Luncheon," NYC, Multichannel News, www.multichannel.com/info/2015-Wonder_Women_Luncheon.php

Mar 14 "NY Pre-Multicultural Business Expo & Networking Dinner Reception," Great Neck, NY, Expos Your Business, www.exposyourbusiness.com/events/ny-multicultural-business-expo

Mar 15 "NY Multicultural Business Expo," Great Neck, NY, Expos Your Business, www.exposyourbusiness.com/events/ny-multicultural-business-expo

Mar 15-16 "World Diversity Leadership Summit - European Union," Paris, France, World Diversity Leadership Summit, www.wdls.eu

Mar 21 "12th Annual Forum- Multicultural Media for Multicultural America," NYC, Horowitz Associates Inc., www.multiculturalmediaforum.com

Mar 22 "LATINA Style Business Series," Dallas, LATINA Style, <http://bs.latinastyle.com/index.php>

Mar 23 "2011 Advertising Women of the Year Luncheon," NYC, Advertising Women of New York, www.awny.org/EventsCalendar.html

Mar 25-28 "Re:think 2012 "Shifting Sands... Understanding the New Customer," NYC, The Advertising Research Foundation, www.thearf.org/rethink-2012.php

Mar 26-27 "Multicultural Marketing Summit," San Francisco, World Research Group,
www.worldrg.com/showConference.cfm?confcode=MW12008

Mar 26-28 "Thought Leadership Executive Think Tank Training on Diversity & Inclusion,"
NYC, Council of Federal EEO & Civil Rights Executives, www.thoughtleadershipconference.com

APRIL

Apr 9-12 "International Research Forum - Immigration and Culture in the U.S. and Latin America - Part I," Baltimore, National Association of African American Studies and Affiliates,
www.naaas.org

Apr 11-13 "Hispanicize 2012," Miami, Hispanic Public Relations Association (HPRA), Hispanicize and Public Relations Society of America (PSRA), www.hispanicizeevent.com

Apr 22 "2012 Feria Latina," Atlanta, Hispanic Marketing Group,
www.festivalpeachtreelatino.com

Apr 23 "2012 Matrix Awards," NYC, New York Women in Communications,
www.nywici.org

Apr 27 "5th Annual LGBT Marketing Conference," NYC, Community Marketing/Pink Banana Media, www.communitymarketinginc.com

Apr 27-28 "Ethnic Marketing: How to Target the Multicultural Consumer," NYC, NYU-SCPS, www.scps.nyu.edu/course-detail/X50.9267/20111

MAY

May 2-4 "2012 AHAA Annual Conference," Miami, The Association Of Hispanic Advertising Agencies, www.ahaa.org

May 11-12 "2011 Power Awards Weekend," NYC, American Heart Association's Power to End Stroke, powertoendstroke.org

May 16-17 "2012 3AF Conference," Las Vegas, Asian American Advertising Federation (3AF),
<http://3af.org/index.htm>

May 23-27 "12th Annual New York Indian Film Festival," NYC, Indo- American Arts Council,
www.iaac.us/NYIFF2012

May 23-26 "Black Enterprise Entrepreneurs Conference + Expo," Chicago, Black Enterprise Magazine, www.blackenterprise.com/events/entrepreneurs-conference

For general registrations, contact organizations directly.

Please check with individual event organizers to confirm dates and locations

If you are interested in listing your event in the next Calendar (free of charge) or featuring it with a 150-word description and logo (\$425), please visit <http://multicultural.com/calendar>.

Next issue: Multicultural Marketing News February Issue

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Our 2012 editorial calendars is available at http://multicultural.com/services/mmrnews_calendar.
Questions? Call 212-242-3351/email agata@multicultural.com.

About This Newsletter

Multicultural Marketing News, is published by Multicultural Marketing Resources, Inc. (MMR). For a free subscription to Multicultural Marketing News, sign up for MMR E-News at www.multicultural.com.

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