

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

**Sent:** Wednesday, July 25, 2012 3:10 PM

**Subject:** Calendar of Recommended Multicultural and Diversity Conferences and Events Through December 2012

## Calendar of Recommended Multicultural and Diversity Conferences and Events Through December 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](http://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](http://multicultural.com/calendar/add_event). If you need a speaker on multicultural marketing or diversity, visit [MMR's Speaker Showcase](#).

### \*\*\*This Edition's Featured Events\*\*\*



#### UNITY Journalists 2012 Convention, August 1-4, Las Vegas

Greetings! We are inviting you to attend UNITY'12 Convention taking place at Mandalay Bay in Las Vegas from August 1-4. This must-attend event is the historic gathering of journalists of color, lesbian, gay, bisexual and transgender journalists, media professionals, newsroom recruiters, journalism students and individuals who care about diversity and inclusion in news media. It will offer you numerous opportunities to: engage the news media industry, newsmakers and industry thought leaders, connect with fellow journalists, media professionals, journalism educators, newsroom recruiters, and embrace new media, digital technologies, emerging business models and our alliances. Through the numerous education sessions, student projects and networking opportunities, UNITY '12 will also include a job fair for journalists and media professionals including career coaching services offered through the UNITY '12 Career Resource Center. **We hope to see you there! For more information visit [www.unityconvention.org/](http://www.unityconvention.org/).**



#### 2012 Hispanic Retail 360 Summit, 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](http://www.hispanicretail360.com).**



#### Leadership Never Sleeps! 2012 NAAAP Convention & Diversity Career Fair, August 23-25, NYC

Attention, diversity-focused employers:

Exhibit spaces and corporate sponsorship opportunities remain available for the National Association of Asian American Professionals' Annual Convention and Diversity Career Fair

presented by Macy's. Come meet the nation's Asian American leaders and interview them on-site at our venue, the Hilton New York, on Avenue of the Americas. NAAAP is the largest and fastest-growing pan-professional association in North America and the Convention and Career Fair typically attracts 1000 Asian Americans and fifty or more employers including our 2012 top sponsors, Macy's, Northrup Grumman, Wells Fargo, CIA, JCPenney, Raytheon, and UPS. The Convention's major speakers, workshops, meals and networking receptions enable participants to enhance leadership skills, gain inspiration for personal entrepreneurship, and connect with professional counterparts. **Confirmed speakers are:** Ann Lee, author of "What the U.S. Can Learn from China," Don Liu, General Counsel for Xerox, U.S. Army Major General Bert Mizusawa, emcees Michael Kim, ESPN News Anchor and Raymond Lee, Broadway star. **Invited speakers** include Mayor Michael Bloomberg, a representative of the White House and Todd Park, The United States Chief Technology Officer and many more. Celebrate NAAAP's 30th anniversary at the Saturday Gala dinner, along with NAAAP100 award winners and NAAAP Chapter Awards. Our Diamond sponsor, Macy's, is also planning an exclusive fashion show and reception at Macy's in Manhattan. The Career Fair, open Aug. 24-25, is free to individuals with pre-registration or on-site registration. Project management PDUs are offered. Resume reviews courtesy of Kaplan Test Prep will be offered again. **For sponsorship opportunities and registration go to [www.naaapconvention.org](http://www.naaapconvention.org). Follow NAAAP on [Facebook](#), [Twitter](#)!**



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#### **2012 Mosaic Awards, October 2, NYC**

Join us on October 2nd in NYC, for the Annual Mosaic Awards, which recognizes successful integrated multicultural marketing and diversity efforts that demonstrate the spirit of AAF's Mosaic Principles and Practical Guidelines. The American Advertising Federation hosted its first Mosaic Awards & Forum program in 2001. In 2004, the AAF and its District Two joined forces to host the Diversity Achievement and Mosaic Awards & Forum during Advertising Week New York. The partnership has proven to be very successful and the Diversity Achievement and Mosaic Awards & Forum has established itself as Advertising Week New York's premier diversity and multicultural event. **For more information on the Mosaic Awards, including sponsorship & ticketing information, please visit [www.aaf.org/mosaicawards](http://www.aaf.org/mosaicawards) or contact Bruce Ford, 202-898-0089.**



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#### **The 6th Annual ADCOLOR Awards and Industry Conference, October 18-20, 2012 Las Vegas**

The ADCOLOR Awards & Industry Conference is designed to honor professionals of color, diversity champions and companies who work together to further diversity & inclusion efforts in the advertising, marketing, media and PR industries. The ADCOLOR award honorees and alumni are the trailblazers and the torchbearers for the next generation of young diverse achievers. The three day event is presented by The ADCOLOR Industry Coalition® and sponsored by Améredia, Inc., American Advertising Federation, 4A's, The Advertising Club of NY, Akande Music + Publishing, CNN, Deutsch, DIAGEO, GLAAD, GTM, Inc., Iced Media, Omnicom Group, The One Club, McCann Worldgroup, Publicis USA, RAPP, The Results Driven Agency, SBS Studios LLC, Sonicbids.com, TBWA\Chiat Day, Time Warner and Wieden + Kennedy. **For More information, please visit [www.adcolor.org](http://www.adcolor.org) or call 212-415-3320.**



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#### **ANA Multicultural Marketing & Diversity Conference Presented by McCann Worldwide, Oct 28-30, Miami Beach, FL**

Now in its 14th year, the ANA Multicultural Marketing & Diversity Conference has become the industry's premier multicultural event. Programmed specifically for client-side marketers, attendees will gain rich learning and best practices in a sociable and sales-free environment. The conference is programmed by members of the ANA Multicultural Marketing Committee, a group of over 190

individuals who represent a variety of elite corporate/client-side marketers. The ANA Multicultural Marketing & Diversity Conference recognizes the intersection of multicultural marketing and diversity management in driving strong business growth. Confirmed topics include: How to Conduct a Multicultural Agency Search; Debates on Cross-cultural vs. Multicultural Marketing and Unbundling vs. Centralizing Multicultural Creative and Media; and Newer Media & the Multicultural Consumer. This year the conference will be held at the famous Fontainebleau Miami Beach hotel. **For more information please contact Yasmin Melendez at [ymelendez@ana.net](mailto:ymelendez@ana.net) or visit <http://www.ana.net/conference/show/id/MCC-OCT12>.**

## UPCOMING EVENTS

### JULY

**Jul 25 "The Women of Color Leadership and Empowerment Forum - Dallas,"** Dallas, Color Magazine, <http://www.colormagazineusa.com>

**Jul 25-28 "16th Annual Intl. African American Hotel Ownership & Investment Summit & Trade Show,"** Miami, Natl. Assoc. of Black Hotel Owners, Operators & Developers, [www.nabhood.net](http://www.nabhood.net)

**Jul 26 "Minority Business RoundTable CEO Business Summit,"** Washington, DC, Minority Business RoundTable, <http://mbrt-summit-2012.eventbrite.com>

**Jul 26-28 "The National Hispanic Sales Network Conference,"** East Rutherford, NJ, The National Hispanic Sales Network (NHSN), <http://www.nhsnconference.com>

**Jul 27 "Minority Business RoundTable White House Briefing,"** Washington, DC, Minority Business RoundTable, <http://mbrt-summit-2012.eventbrite.com>

**Jul 29 "The Dominican Father's Day Gala,"** NYC, Micro Chamber of Commerce, Inc., 212-695-6353

**Jul 31 "Diversity and Inclusion Awards: 1st Annual Award Ceremony,"** NYC, Dandi Awards, [www.dandiawards.com](http://www.dandiawards.com)

### AUGUST

**Aug 1 "IMAGINE: HR and Diversity & Inclusion as Powerful Allies,"** Chicago, IL, Diversity Best Practices, [www.diversitybestpractices.com/event/dbp-best-practice-session-chicago](http://www.diversitybestpractices.com/event/dbp-best-practice-session-chicago)

**Aug 1-4 "UNITY 2012 Convention,"** Las Vegas, Unity Journalists, <http://unityconvention.org>

**Aug 3 "Managing Privilege "Taking You Out of Bliss" Diversity & Inclusion Workshop,"** Chicago, IL, The Kaleidoscope Group, [http://kgdiversity.com/event\\_detail.aspx?id=368](http://kgdiversity.com/event_detail.aspx?id=368)

**Aug 9 "The Face of Talent 2012,"** NYC, American Association of Advertising Agencies, [www.aaaa.org/pages/events.aspx](http://www.aaaa.org/pages/events.aspx)

**Aug 9-11 "Immigration: Policies, Practices & Social Implications,"** Orlando, National Association of African American Studies and Affiliates, <http://www.naaas.org>

**Aug 11-16 "2012 ALPFA Annual Convention,"** Las Vegas, The Association of Latino Professionals in Finance and Accounting (ALPFA), <http://convention.alpfa.org>

**Aug 12 "Six Flags Caribbean Concert,"** Jackson, NJ, Trinifly Promotions, [www.caribbeanconcerts.com](http://www.caribbeanconcerts.com)

**Aug 13-19 "13th New York International Latino Film Festival,"** NYC, New York International Latino Film Festival (NYILFF), [nylatinofilm.com](http://nylatinofilm.com)

**Aug 14 "Expand the Box of Diversity & Inclusion Solutions Webinar,"** Chicago, IL, The Kaleidoscope Group, [http://kgdiversity.com/event\\_detail.aspx?id=351](http://kgdiversity.com/event_detail.aspx?id=351)

**Aug 14-15, "2012 Women's Leadership Conference,"** Las Vegas, MGM Resorts Foundation, [www.mgmresorts.com/womensleadershipconference](http://www.mgmresorts.com/womensleadershipconference)

**Aug 15-17 "Hispanic Retail: From Niche to Mainstream!,"** Los Angeles, Stagnito Media, <http://www.hispanicretail360.com/welcome.html>

**Aug 19-23 "International Research Forum - Immigration and Culture in the U.S. and Latin America - Part II,"** Mexico City, National Association of African American Studies and Affiliates, [www.naaas.org](http://www.naaas.org)

**Aug 23-25 "Annual NAAAP Leadership Convention and Diversity Career Fair,"** NYC, National Association of Asian American Professionals, [www.naaapconvention.org/2012/Home.aspx](http://www.naaapconvention.org/2012/Home.aspx)

**Aug 24 "Making Diversity a Reality - Diversity & Inclusion Skills Workshop,"** Chicago, IL, The Kaleidoscope Group, [http://kgdiversity.com/event\\_detail.aspx?id=367](http://kgdiversity.com/event_detail.aspx?id=367)

**Aug 26 "Festival Peachtree Latino,"** Atlanta, Hispanic Marketing Group, [www.festivalpeachtreelatino.com](http://www.festivalpeachtreelatino.com)

**Aug 27 "3rd Annual HPNG Latino Leadership Conference,"** NYC, Hispanic Professionals Networking Group (HPNG), [www.hpng.net/LLC12/index.php](http://www.hpng.net/LLC12/index.php)

## SEPTEMBER

**Sept 10, "13th Annual Creating Pathways to Diversity Conference,"** New York, Minority Corporate Counsel Association (MCCA), <http://bit.ly/KoF5N3>

**Sept 11-12 "26th Annual NAMIC Conference,"** NYC, NAMIC, [www.namic.com/events/index.php](http://www.namic.com/events/index.php)

**Sept 12 "DiversityInc Innovation Fest!"** NYC, DiversityInc., <http://diversityinc.com/september-innovation-fest>

**Sept 13 "Managing Relationships Between HR & Diversity Departments,"** NYC, DiversityInc, <http://diversityinc.com/managing-relationships-between-hr-diversity-departments>

**Sept 13-15 "4th Annual NAAMBA Leadership Conference & Exposition,"** Santa Clara, CA, National Association of Asian MBAs (NAAMBA), [www.asianmba.org/4th-annual-naamba-leadership-conference](http://www.asianmba.org/4th-annual-naamba-leadership-conference)

**Sept 19 "Hispanic Mobile Marketing Forum,"** NYC, Portada, [www.portada-online.com](http://www.portada-online.com)

**Sept 20 "Sixth Annual Hispanic Digital And Print Media Conference,"** [www.portada-online.com](http://www.portada-online.com)

**Sept 20 "Black Women of Influence Annual Networking Event,"** NYC, Black Women of Influence, <http://blackwomenofinfluence.com>

**Sept 20-23 "National Association of Hispanic and Latino Studies Eastern Regional Meeting,"** Orlando, FL, National Association of African American Studies and Affiliates, [www.naaas.org](http://www.naaas.org)

**Sept 29 "10th Annual La Familia Latino Family Festival & Expo,"** St. Paul, MN, Aguilar Productions, [www.aguilarproductions.com/upcoming-events.htm](http://www.aguilarproductions.com/upcoming-events.htm)

## OCTOBER

**Oct 1-4 "2012 USBLN® 15th Annual Conference & Expo,"** Orlando, US Business Leadership Network, [www.usbln.org/events.html](http://www.usbln.org/events.html)

**Oct 2 "Diversity Achievement and Mosaic Awards & Forum,"** NYC, American Advertising Federation (AAF), [www.aaf.org](http://www.aaf.org)

**Oct 3 "The 10th Annual Hispanic Television Summit,"** NYC, Multichannel News and Broadcasting & Cable, [www.broadcastingcable.com/info/1989-Hispanic\\_Television\\_Summit.php](http://www.broadcastingcable.com/info/1989-Hispanic_Television_Summit.php)

**Oct 4 "AWNY's 100th Anniversary Gala Luncheon,"** NYC, Advertising Women of New York, [www.awny.org/EventsCalendar.html](http://www.awny.org/EventsCalendar.html)

**Oct 4-6 "23rd Annual National Society of Hispanic MBAs Conference & Career Expo,"** Orlando, National Society of Hispanic MBAs (NSHMBA), [www.nshmba.org/page/NationalConference](http://www.nshmba.org/page/NationalConference)

**Oct 8-10 "Working Mother Media Work Life Congress 2012,"** NYC, Working Mother Media, [www.workingmother.com/conference-events/work-life-congress-2012](http://www.workingmother.com/conference-events/work-life-congress-2012)

**Oct 10 "Women of Excellence Business Conference,"** Atlanta, GA, National Association for Female Executive Atlanta, [www.nafeatlanta.com](http://www.nafeatlanta.com)

**Oct 10-13 "2012 ANA Annual Conference - Masters of Marketing,"** Orlando, Association of National Advertisers, Inc. (ANA), <https://annual.ana.net/annual/html/doc/about>

**Oct 11-12 "2012 DiversityInc Special Awards & Top Regional Companies for Diversity,"** NYC, DiversityInc, <http://diversityinc.com/october-2012-special-awards>

**Oct 17-19, "Localization World Seattle,"** Seattle, The Localization Institute, [www.localizationinstitute.com/](http://www.localizationinstitute.com/)

**Oct 18 "Hispanics and the Media: The Emerging Power Conference,"** Miami, Florida International University's School of Journalism and Mass Communication (SJMC), <http://go.fiu.edu/HispanicConference>

**Oct 18-20 "The 6th Annual ADCOLOR Awards and Industry Conference,"** Las Vegas, ADCOLOR, <http://www.adcolor.org>

**Oct 18-20 "27th Annual Convention and Business Expo,"** San Diego, National Association of Hispanic Publications, Inc., [www.nahp.org](http://www.nahp.org)

**Oct 22-24 "2012 Diversity & Inclusion Conference & Exposition,"** Chicago, Society for Human Resource Management (SHRM), [www.shrm.org/Conferences/Diversity/Pages/default.aspx](http://www.shrm.org/Conferences/Diversity/Pages/default.aspx)

**Oct 25-28 "Geoscape New American Mainstream Business Summit,"** Miami, Geoscape, <http://www.geoscape.com>

**Oct 28-30 "2012 ANA Multicultural & Diversity Conference,"** Miami, Association of National Advertisers, Inc. (ANA), <http://www.ana.net/conference/show/id/MCC-OCT12>

**Oct 29-30 "2012 National Diversity Women's Business Leadership Conference,"**  
National Harbor, MD, Diversity Women Magazine,  
[diversitywoman.com/wp-content/uploads/2012/02/2012DWConference\\_SaveDate05.pdf](http://diversitywoman.com/wp-content/uploads/2012/02/2012DWConference_SaveDate05.pdf)

**Oct 31-Nov 2 "CMI's 13th International Conference on Gay & Lesbian Tourism,"**  
San Francisco, Community Marketing, Inc.,  
[www.communitymarketinginc.com/education-and-conferences/13th-international-conference-on-gay-lesbian-tourism-san-francisco/](http://www.communitymarketinginc.com/education-and-conferences/13th-international-conference-on-gay-lesbian-tourism-san-francisco/)

#### NOVEMBER

**Nov 7-9 "Women in Leadership Institute,"** San Francisco, Linkage,  
<http://mylinkage.com/events/women-in-leadership-institute/>

**Nov 7-11 "2nd Annual Economic Development Summit to Puerto Rico,"** NYC, Hispanic Chamber of Commerce, <http://www.nychcc.com/pdf/2012TradeMission.pdf>

**Nov 15 "AAARI for our 11th Annual Gala,"** NYC, Asian American/Asian Research Institute,  
[www.aaari.info/2012banquet.htm](http://www.aaari.info/2012banquet.htm)

**Nov 15-17 "2012 Multiracial Facing Race Conference,"** Baltimore, The Applied Research Center (APC), <http://arc.org/facingrace>

**Nov 17 "The 4th Annual American Muslim Consumer Conference,"** Newark, AMCC,  
[www.americanmuslimconsumer.com/2012-conference/](http://www.americanmuslimconsumer.com/2012-conference/)

**For general registrations, contact organizations directly.  
Please check with individual event organizers to confirm dates and locations**

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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: Calendar of Recommended Multicultural and Diversity Seminars and Conferences August Issue

**Issue Date: August 20, 2012**

**Deadline for materials: August 17, 2012**

Our 2012 editorial calendars are available at [http://multicultural.com/services/mmrnews\\_calendar](http://multicultural.com/services/mmrnews_calendar).

Questions? Call 212-242-3351/email [agata@multicultural.com](mailto:agata@multicultural.com).

About This Newsletter

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Lisa Skriloff, Editor & President

Multicultural Marketing News

Multicultural Marketing Resources, Inc.

150 West 28th Street Ste. 1501

New York, NY 10001

212-242-3351

[lisa@multicultural.com](mailto:lisa@multicultural.com)

