MULTICULTURAL MARKETING RESOURCES, INC.

Welcome to Multicultural Marketing Resources, Inc. (MMR). We are a publisher of newsletters, a consulting firm to corporations seeking information and a marketing firm for multicultural ad agencies seeking visibility and connections. MMR publishes Multicultural Marketing News (*MMRNews*), an emailed newsletter; The Source Book of Multicultural Experts online and maintains a Speakers Showcase for conferences, ERG events, and corporate meetings. Other services include recruitment consulting, job postings, business introductions and distribution of RFPs. Lisa Skriloff, a consultant and writer on diversity, marketing and travel is President of Multicultural Marketing Resources, Inc. and founded the company in 1994. She is editor of the above mentioned publications as well as Multicultural Travel News. Contact her at lisa@multicultural.com or 212-242-3351.

MULTICULTURAL MARKETING NEWS

Multicultural Marketing News (MMN) is an emailed newsletter, and archived here, with news briefs and mini essays. It also serves to introduce marketing executives to multicultural experts for potential business alliances and journalists with diverse sources. Submit Your News. Subscribe | Learn More

MMRNews Multicultural Marketing News-September 2014

MULTICULTURAL MARKETING RESOURCES, INC.

Multicultural Marketing News
September 2014

Here is your latest edition of Multicultural Marketing News, the newsletter published by Multicultural Marketing Resources Inc.,
www.multicultural.com.

What's Inside: Featured News Stories...Company Profiles...Expert Resources For Marketing Executives...Diverse Sources and Story Ideas For Journalists

In this issue:
* Contemporanea - Multicultural Marketing and Communications Firm
* Ethnic Technologies Announces Hispanic Connected product
* ARF Multicultural Roundtable: A lively discussion about the full spectrum of "how" to engage a multicultural audience, Sep 11
* Register Now for the 28th Annual NAMIC Conference, Sep16-17 at the New York Marriott Marquis, as part of Cable Diversity Week
* ADCOLOR® Awards and Industry Conference, Sep 17-20, Los Angeles
* American Indian Alaska Native Tourism Association Presents 16th Annual Conference in Marksville, La., Sep 14 - 18
* AWNY's Multicultural Alliance & the CAB Present 4th Annual Multicultural Mix and Mingle Oct 2, New York
* Multicultural Health National Conference, October 15-17, Atlanta
* Multicultural and Millennial Mandate Avoiding blind spots to unlock exponential growth, Oct 30
* The 2014 ANA Multicultural Marketing & Diversity Conference: Marketing to a Multicultural Nation, Nov 9 -11, Miami Beach
* Alvin Ailey American Dance Theater's Opening Night Gala Benefit Dec 3, New York

Contemporanea: Multicultural Marketing and Communications Firm

For over 10 years, Contemporanea has helped socially responsible companies and organizations connect to the new market reality. We take an intercultural approach to every opportunity, connecting marketing goals to meaningful outcomes. Using a range of strategic marketing tools, we give clients the ability to not just communicate with diverse audiences, but more importantly, to create experiences that inspire and engage them. From exploring new opportunities through research and trend analysis, to exciting growth though impactful engagement campaigns and organizational alignment, our focus is Total Market relevance. We work with a diversity of enterprises, from arts and cultural organizations to corporations and non-profit institutions. Clients include SFMOMA, UC Berkeley School of Public Health, California Academy of Sciences, Macy's West, and the James Irvine Foundation. We collaborate with a wide network of experts and specialists in marketing, research, strategy, and media to apply the best talent to our clients' business challenges. **Contact: Salvador Acevedo, CEO, hello@contemporanea.us, Phone: 415 404 6982, www.contemporanea.us.**

Ethnic Technologies Announces Hispanic Connected product

Ethnic Technologies is proud to announce our Hispanic Connected product which flags those individuals who, while not Hispanic themselves, are closely connected to the Hispanic culture. An individual is "Connected" to the Hispanic Ethnicity if close family (one parent or spouse) is Hispanic or if he/she lives in a high percentage Hispanic neighborhood. In either of these cases, interaction with the Hispanic community is a part of the individual's life. Additionally, an individual can be "Connected" to the Hispanic Ethnicity if his/her surname is rooted similarly to Hispanic surnames or is frequently used by Hispanics in the US. Although E-Tech doesn't automatically predict these individuals to be Hispanic, the similarity in their names makes them likely candidates for your Hispanic marketing initiatives. For more information on this product please contact Karen Sinisi, karens@ethnictechnologies.com.

ARF Multicultural Roundtable: A lively discussion about the full spectrum of "how" to engage a multicultural audience, September 11, 2014

How to Market in a Diverse Marketplace There is no debate that today's audience is a multicultural one. And keeping a pulse on consumer trends has never been more important. There's no one "right way" to market to this consumer group. But every approach has its strengths and weaknesses, and this event is a rare opportunity to hear them all. A conversation, not a presentation, this event promises to be unfiltered, candid and energetic. **Moderator** Dr. Jake Beniflah - Center for Multicultural Science; **Roundtable** David Burgos - TNS; Chris Butler - JP Morgan Chase; Esther Franklin - Starcom MediaVest Group; John Zatwarnicki - Nielsen; Mebrulin Francisco - Group M; John Burn - Geometry Global; Gabriela Mangieri Harper - Subway; Joanne McDonough - Heineken. **To register go to http://thearf.org/consumer-segments.php or email regina@thearf.org.**

Register Now for the 28th Annual NAMIC Conference, September 16-17 at the New York Marriott Marquis, as part of Cable Diversity Week

Intensified knowledge, amplified perspective, reinvigorated motivation, increased diversity, bolstered innovation... ***Turn It Up* at the 28th Annual NAMIC Conference.** As the media and entertainment industry engages and serves an increasingly diversified marketplace, activate the power within your career to be prepared for the challenges of tomorrow and ignite a future beyond imagination. Delve into two empowering days of professional development, including dynamic discussions, interactive workshops, and engaging networking opportunities that lead to invaluable career connections. Gain new insight and enhanced perspective on successfully navigating through shifting business, technological and demographic trends. ***Turn It Up*** as NAMIC collaborates with professionals at every level, raising the bar on your leadership effectiveness and career performance to ***activate your power*** and ***ignite your future***. For more information visit **http://namic.com, email: info@namic.com or call NAMIC National at 212-594-5985.**

ADCOLOR® Awards and Industry Conference, September 17-20, 2014, Los Angeles

In its fourth year - the ADCOLOR® Industry Conference - presented by Deutsch, Washington Speakers Bureau, and Wieden + Kennedy - sets an industry standard by introducing dialogue that is rarely explored. The event brings together innovators and thought leaders in the advertising, marketing, public relations, LGBT, media, technology, and entertainment industries, to share their lessons learned as they have push forward an agenda of diversity and inclusion in their professions. In an effort to share, learn and inspire, the ADCOLOR® Industry conference introduces its 2014 theme: "WE ARE HERE!" The ADCOLOR® Awards - presented by GSD&M and Omnicom Group - will take place on September 20, 2014. The ADCOLOR® Awards are the final event in the ADCOLOR® Awards and Industry Conference, September 17-20, 2014, at The Beverly Hilton in Los Angeles. To register for the 2014 ADCOLOR® Awards, Industry Conference and/or ADCOLOR® University, please visit: http://adcolor.org/.

American Indian Alaska Native Tourism Association Presents 16th Annual Conference in Marksville, La., September 14 - 18

The American Indian Alaska Native Tourism Association (AIANTA) presents the 16th Annual American Indian Tourism Conference (AITC) "Introducing America's Native Nations to the World," September 14 - 18, 2014, held at the Paragon Casino Resort in Marksville, La. The annual AITC provides attendees with an educational forum to help tribes and organizations with travel and tourism initiatives. As tradition, the conference will kick off exploring the culture and history of the host and surrounding tribes through interactive workshops with the Tunica-Biloxi Tribe, the Coushatta Tribe, and the Chitimacha Tribe and United Houma Nation. "AIANTA strives to inspire tribes across the nation to take advantage of the vast opportunities for economic development that cultural tourism presents," said Camille Ferguson, AIANTA Executive Director. Attendees will learn more about tribal tourism and business development, best practices, tourism marketing, tribal museums and cultural centers, the international tourism market, protection of tribal intellectual and cultural property, federal resources and programs, and more. With the rise of culinary tourism trends and as a result of its previous success, AIANTA will present a culinary cultural trends session. The event gives an opportunity to recognize the "best of" the tribal hospitality and tourism industry, accompanied by dinner, entertainment and a silent auction, featuring extraordinary items, which include works of art from renowned Native artists from around the country and special travel and vacation packages. Featured speakers on the 16th Annual AITC Agenda include: Edward H Hall III of Bureau of Indian Affairs; Jim Dion of National Geographic Society; Ron Erdmann of U.S. Department of Commerce, National Travel & Tourism Office; Carolyn McClellan of Smithsonian National Museum of the American Indian; Christopher James of U.S. Small Business Administration, Office of Native American Affairs; Diane Chalfant of National Park Service; Ernest Stevens III of Native American Tourism of Wisconsin (NATOW), and more. **To learn more about the 16th Annual AITC visit http://aianta.org/conference-home.aspx.**

AWNY's Multicultural Alliance & the CAB Present 4th Annual Multicultural Mix and Mingle Oct 2, New York

Advertising Women of New York's Multicultural Alliance and the Cabletelevision Advertising Bureau are thrilled to invite you to close out Advertising Week at our 4th Annual Multicultural Mix and Mingle! This annual event is sure to raise the bar for unparalleled opportunities to network with advertising and media professionals and to meet senior executives seeking diverse talent. Last year it sold out quickly and we had to turn people away. Don't miss out! This year's Multicultural Mix and Mingle will include delicious food, drinks and entertainment. Register today, as this event is sure to sell out again! October 2, 2014 from 6:00 PM - 9:00 PM at Arena, 135 W 41st St.Tickets: Member $25 / Guest $25 Register Now!

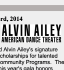
Multicultural Health Marketing Conference-October 15-17 in Atlanta, GA

DTC Perspectives will be hosting the third annual edition of The Multicultural Health National: Marketing to a Diverse America (MCH National) - October 15-17 in Atlanta, GA. Join attendees and speakers from leading pharma companies, insurers, hospitals, advertising agencies, and media companies. Take advantage of our great networking opportunities and the chance to meet with and talk business with potential healthcare clients. This unique event will feature separate modules focusing on learning more about key multicultural population segments in America such as LGBT, African Americans, Hispanics, and Asians, as well as case studies on successful examples of healthcare marketing in each space. Hear from the key decision-makers in the space on the ROI opportunities presented, from brand managers and creative gurus on how to successfully target these harder to reach populations, and from policy makers on how changes in regulations make now the time to focus on this important and growing area. Contact scott@dtcperspectives.com or 770-559-0702 or go to www.mchnational.com. $200 off registrations if you register by 9/12.

Multicultural and Millennial Mandate *Avoiding blind spots to unlock exponential growth*, October 30, 2014

You've seen the numbers. You know Millennials and Multicultural consumers will rule the world by 2020. So why are we all still focused on today's target vs. tomorrow's growth? This is our **Multicultural and Millennial Mandate!** The ARF gathers leading advertiser, agency, media and research execs to share perspectives, plans and pleas on what it takes to win with this audience. A one-day event in NYC where you can unlock your new growth footprint, make an impact, and drive growth in the C-suite. This is an unparalleled opportunity to join your peers and industry leaders to debate/discuss the biggest issues in our industry. **Speakers include:** Soledad O' Brien - Starfish Media Group; Mark Lopez - Google, Inc.; Lauren Michaels - Latina Media Ventures; Alan Murray - Fortune Magazine; Ann Simonds - General Mills; Steve Stoute - Transition. **To register go to http://thearf.org/ilf-2014.php**

Marketing to a Multicultural Nation



The **2014 ANA Multicultural Marketing & Diversity Conference** presented by Clear Channel Media + Entertainment features speakers from **AARP, AT&T, Coca-Cola North America, Dunkin' Brands, Marriott, Mastercard, National Basketball Association, Sony Music, Toyota, Zumba Fitness,** and much more!This conference has become the annual "go to" event to discuss and debate issues around multicultural advertising as well as a place to network and celebrate with others in the industry! In addition, winners of the 2014 Multicultural Excellence Awards will be announced at the conference. Please join the leaders in the industry at the Fontainebleau Miami Beach on November 9 -11 for the 16th annual ANA Multicultural Marketing & Diversity Conference.

Alvin Ailey American Dance Theater's Opening Night Gala Benefit Dec. 3rd, 2014

Alvin Ailey American Dance Theater's December 3rd Opening Night Gala Benefit launches five weeks of inspiring performances by Ailey's amazing dancers, led by Artistic Director Robert Battle. The one-night-only, star-studded performance will feature the company premiere of Hofesh Shechter's *Uprising* and Alvin Ailey's signature piece *Revelations* performed to live music. Proceeds will provide vitally needed scholarships for talented students of The Ailey School and support Ailey's innovative Arts In Education & Community Programs. The event takes place on Wednesday, December 3, 2014, at New York City Center. This year's gala honors Board Chair Joan Weill on 20 years of incomparable leadership at Ailey. Expect to be wowed by the artistry of the company and one of the best after parties on the Gala circuit. **To make a contribution or purchase tickets, visit http://www.alvinailey.org/opening-night-gala-benefit or Call 212-405-9031.**

If you are interested in including your company profile/news in our next issue of Multicultural Marketing News/MMRNews ($425), please visit: http://multicultural.com/services/mmr_news or contact Lisa Skriloff at 212-242-3351 or Lisa@multicultural.com.

Next Issue: October 2014
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To see upcoming newsletters view our 2014 Editorial Calendar

Questions? Call 212-242-3351 or email Lisa@multicultural.com.

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- November 2020 (1)
- October 2020 (3)
- September 2020 (3)
- August 2020 (2)
- July 2020 (1)
- June 2020 (1)
- March 2020 (1)
- February 2020 (4)
- January 2020 (2)