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

Multicultural Marketing News - August 2015

MULTICULTURAL MARKETING RESOURCES, INC.

Multicultural Marketing News
August 2015

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:

- Ethnic Technologies Strategist to Speak at International Conference on Onomastics
- Latino Webinar: Consumer Empathy in Action: How a Brand's Move Can Influence Today's Shoppers, August 27, 2015
- Don't miss LA Times Multicultural events
- ALPFA 43rd Annual Convention in New York City to be the largest gathering of Latino professionals and students in the country
- Attend the Retail Industry's Premier Multicultural Marketing Event, August 12-14, 2015
- ADCOLOR Industry Conference and Awards, September 16-19, 2015 New York City
- 29th Annual NAMIC Conference, September 29-30, 2015 at the New York Marriott Marquis
- 4th Annual Multicultural Health Marketing Conference, October 12-13, 2015, Fort Lauderdale

Ethnic Technologies Strategist to Speak at International Conference on Onomastics
Ethnic Technologies Senior Product Design Strategist Amalia Tsiongas has been invited to speak at the Third International Conference on Onomastics - Name and Naming (ICONN) in Baia Mare, Romania in early September 2015. She will be presenting her work on "Marketing to Today's Consumer: The Role of Globalization in a Name-Based System for Predicting Ethnicity." With this presentation, Ms. Tsiongas will describe the unique abilities of the E-Tech product suite to accurately identify both conventional and unconventional ethnic names, thanks to the hard work and continuous improvements being made every day in the Ethnic Technologies' Research and Product Development Department. "I hope that by attending this conference I can show just how seriously we at Ethnic Technologies take our role as International Thought Leaders, and how crucial we believe it is to develop new predictive logic and stay ahead of naming trends in an ever-changing, multicultural world," Ms. Tsiongas explained. "Ms. Tsiongas is yet another example of a brilliant, young leader that Ethnic Technologies has been fortunate to have join us," Zack Wilhoit, Ethnic Technologies' CEO noted. "Given her work in sequential versus simultaneous predictive software systems and our Canadian and Hispanic Connected products, Amalia is the perfect person to speak at this prestigious International Conference." **For more information, contact: Karen Sinisi, Director of Sales, Ethnic Technologies, 866-333-8324 ext. 117, karens@ethnictechnologies.com.**

Latino Webinar: Consumer Empathy in Action: How a Brand's Move Can Influence Today's Shoppers, August 27, 2015
Customers are more engaged than ever before. They listen, they participate, they expect and demand, and ultimately they react to important moves carried out by brands and companies; particularly when it comes to decisions that align with their views and beliefs. When Donald Trump gave his presidential candidacy speech, brands and consumers were paying attention and his words did not go unnoticed - especially among Hispanics. You may not be into politics, but we are certain you are curious about the reactions his words have caused from a marketing perspective. Join Jorge Martinez, C+R Research's Hispanic and multicultural expert, on August 27 at 1 p.m. cst when he presents hot off the presses results of a LatinoEyes study that looks at the impact of political and social issues on consumer attitudes and behaviors. Jorge will briefly delve into our continuing series *Hispanics and the Holidays and focus on the 4th of* He will share Hispanics' approaches and preferences surrounding this national holiday. **Register here.**

Don't miss LA Times Multicultural events
Abriendo Puertas: Financial workshops aim to educate the Hispanic community on how to grow their small businesses. Attendees have the unique opportunity to have industry professionals answer their questions. Each workshop culminates with a networking reception; *Latinos de Hoy:* **Inspire, honor, celebrate...Los Angeles.** The **2015 Latinos de Hoy Awards** will be a star-studded evening honoring contemporary Latinos who have contributed to a vibrant Los Angeles community. More than 1,200 attendees, including Latino movers and shakers, will come together to pay tribute to distinguished award recipients in the areas of community/civic, entertainment/arts, business and youth; *LGBT Business Seminar:* The LA Times LGBT Business/Financial workshop aims to educate the LGBT community on how to start and/or grow their business. The seminar will focus on finance, legal and marketing aspects of business. Attendees have a unique opportunity to listen to industry professionals and ask the questions that impact their business. Ask about Emerging US. **Please contact Uriel Saenz at 213-237-4329, uriel.saenz@latimes.com**

ALPFA 43rd Annual Convention in New York City to be the largest gathering of Latino professionals and students in the country
During August 6-10, 2015, about 5,000 leaders and professionals will convene at the New York Hilton Midtown, for the 43rd annual ALPFA Convention. This convention represents the largest, most impressive gathering of Latino professionals and students coming together from across the United States to learn, network, mentor, and develop as leaders. ALPFA inspires and motivates them to become better business leaders. We also provide key opportunities for companies to recruit talent and expand their presence in the Latino market. Latinos represent 95% of attendees; 70% professionals and 30% collegiate students. **Register/Info: http://convention.alpfa.org**

Attend the Retail Industry's Premier Multicultural Marketing Event, August 12-14, 2015
The Hispanic Retail 360 Summit is now the **Multicultural Retail 360 Summit!** The premier multicultural marketing event for the retail industry takes place next week on August 12-14 in Anaheim. Our agenda is packed with cutting-edge sessions from companies like the NFL, Walgreens, Home Shopping Network and many more that will provide insights and examples of best practices for merchandising and marketing for Hispanic retailing and growing multicultural consumer segments. Focused sessions on Hispanic, African-American and Asian-American consumer segments will help you build your strategy and increase sales in 2016. There is still time to register! Register today at www.multiculturalretail360.com/summit/register. **Contact info: Michael Hatherill, Group Brand Director, Multicultural Retail 360, mhatherill@stagnitomail.com, 201-855-7610.**

ADCOLOR Industry Conference and Awards, September 16-19, 2015 New York City
For the first time in its history, the 9thAnnual ADCOLOR Industry Conference and Awards will take place in New York City at Pier Sixty (61 Chelsea Piers) from September 16-19, 2015. The ADCOLOR Industry Conference is the premier diversity gathering for professionals at all levels. The ADCOLOR Awards highlight and honor the achievements of African-American, American Indian/Native American, Asian Pacific-American, Hispanic/Latino, LGBT professionals and diversity and inclusion champions in creative industries. *New York Times* best-selling author Janet Mock will host the Awards. **To register and book your hotel visit www.adcolor.org**

29th Annual NAMIC Conference
September 29-30, 2015
New York Marriott Marquis
REGISTER TODAY AT NAMIC.COM

29th Annual NAMIC Conference, September 29-30, 2015 at the New York Marriott Marquis
Join us for this day and a half symposium, a cornerstone of Diversity Week in the fall that has evolved into the industry's premier conference focusing on diversity and inclusion as a pillar of good business. The Annual NAMIC Conference features an agenda that explores programming, marketing, operations, technology, leadership development, and creating sustainable diversity change strategies. **For more info about registration and sponsorship opportunities, contact Sandra Girado, Senior Director of Meetings and Events, at sandra.girado@namic.com or 212-594-5985.**

4th annual Multicultural Health Marketing Conference, October 12-13, 2015, Fort Lauderdale
The 4th annual edition of The Multicultural Health National: Marketing to a Diverse America (MCHNational) will be held in Florida at The Westin Fort Lauderdale Beach, October 12-13, 2015. This unique event is the premier and only multicultural conference for professionals focusing on the healthcare industry and a must attend event for pharma executives, ad agencies, insurers, hospitals and media companies. The format includes both case studies of successful examples of healthcare marketing and separate modules for each key multicultural population segment in America including African Americans, Hispanics, Asian Americans and LGBT consumers. New this year: the Native American community will be included as a segment. Great networking opportunities are always a highlight including two evenings of awards receptions celebrating recipients of the Best in Multicultural Health Marketing Awards and the client-side executives selected for the Outstanding Multicultural Marketers Awards. The Multicultural Health Marketing Awards recognize the best creative advertising of a health product or service marketing health information to a multicultural market segment. The Outstanding Multicultural Marketers Awards are to extraordinary health marketers who drive innovation and work towards better patient health outcomes among the key multicultural populations in America. Register by August 15th to save $200 off the regular registration price. **For more information contact Scott Ehrlich, VP, DTC Perspectives at scott@dtcperspectives.com or 770-559-0702 or visit www.mchnational.com to see sponsorship opportunities and conference agenda.**

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: September 2015
Deadline: September 3rd, 2015
Theme: Hispanic Heritage Month

To see upcoming newsletters view our 2015 Editorial Calendar

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

Contact

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

Stay Connected

About This Newsletter

Multicultural Marketing News (MMRNews), is published by Multicultural Marketing Resources, Inc. (MMR). For a free subscription, sign up here.

Certified WBENC Women's Business Enterprise

Certified by WBENC/WEConnect International WOMEN OWNED www.womenownedlogo.com

Comments (0) | Permalink

RECENT POSTS

- 2020/2021 Multicultural & Diversity Webinars, Career Fairs, Confs & Summits @HorowitzInsight @NYUrbanLeague @ANAmarketers @LGBTQinsights Register Now
- November Multicultural & Diversity Webinars, Career Fairs, Confs and Summits @HorowitzInsight @NYUrbanLeague @ANAmarketers @LGBTQinsights Register Now
- Meet the Experts in Hispanic Marketing in the Hispanic Heritage Month issue of Multicultural Marketing News
- Upcoming Key Multicultural & Diversity Confs, Fairs and Virtual Upfronts, Oct-Nov 2020, Register Now for @SpectrumReach @blackvcf1 @ANAmarketers @LGBTQinsights @NYUrbanLeague
- Upcoming Key Multicultural & Diversity Confs Oct-Nov 2020, Register Now for @mocincomms @ANAmarketers @LGBTQinsights @NYUrbanLeague
- Meet the Experts in Hispanic Marketing on multicultural.com Hispanic Heritage Month issue of Multicultural Marketing News
- Upcoming Key Multicultural & Diversity Confs Sep-Nov 2020, Register Now for @EmergeSmarter @HispanicTV_NYC @MediaVillageCom @NYUrbanLeague @ANAmarketers @LGBTQinsights
- Upcoming Key Multicultural & Diversity Confs Sep-Nov 2020, Register Now for @ADCOLOR @EmergeSmarter @HispanicTV_NYC @MediaVillageCom @ANAmarketers @LGBTQinsights
- Upcoming Key Multicultural & Diversity Confs Aug-Nov 2020, Register Now for @EmergeSmarter @ADCOLOR @ANAmarketers @LGBTQinsights
- Upcoming Key Multicultural & Diversity Confs July-Nov 2020, Register Now @3PercentConf @ANAmarketers @LGBTQinsights

ARCHIVE

- 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)