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 - Save the Dates for 2016 Key Multicultural & Diversity Conferences + events

MULTICULTURAL MARKETING RESOURCES, INC.

Multicultural Marketing News April 2016
What's Inside: Save the Dates for 2016 Key Multicultural & Diversity Conferences + events

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

In this issue:

Featured Events
- AHAA's 2016 Annual Conference "AHAA 20/20: The Future in Focus" April 18-20, Miami
- 2016 DTC National Conference featuring Multicultural Experts - April 19-21, Sheraton Boston
- FREE Webinar - Optimizing the Omnichannel Experience for Multicultural Consumers: What America's multicultural explosion means to the retail business, May 2, 2:00 PM
- 3AF 2016 Asian Marketing Summit, June 2-3, in Los Angeles' Koreatown
- Sponsorship Opportunities Available for 2016 Mosaic Awards, June 5
- The 2016 Multicultural Retail 360 Summit - Optimizing the Omnichannel Experience for Multicultural Consumers
- 30th Annual NAMIC Conference, September 20-21 at the New York Marriott Marquis
- 5th Annual Multicultural Health National Conference, Oct 25-26, Philadelphia

Featured Events

AHAA's 2016 Annual Conference "AHAA 20/20: The Future in Focus" April 18-20, 2016, Miami
Branded content, ad blocking, digital advertising fraud, programmatic, total market and digital disruption are just some of the ever-evolving realities that are forcing marketers, media, agencies and the entire marketing ecosystem to explore a new future together. These topics and more fill the jam-packed agenda of AHAA's 2016 Annual Conference held April 18-20 in Miami. Wendy Clark, president and CEO of DDB North America, and Coca-Cola's former president of sparkling brands and strategic marketing in North America kicks off the conference and sets the tone for three days of powerful and exciting insights from CMOs, authors, entertainers, media executives and researchers who are at the forefront of change and innovation in their industries. During the AHAA Conference, the Nobu Eden Roc in Miami will serve as the epicenter of the Hispanic marketing ecosystem as C-suite executives, agency leaders and media elite gather for a deep-dive into today's hottest topics. With a lens tuned to the future, "AHAA 20/20: The Future in Focus" will deliver ground-breaking research, innovative trends and opportunities to learn from companies and agencies who are killing it and creating new market realties that impact us all. Registration is now open with Early Bird rates available until March 11, 2016. **For more information and to register please visit http://ahaa.org and follow all conference chatter on Twitter using the @ahaa handle and hashtag #ahaa2016.**

2016 DTC National Conference featuring Multicultural Experts - April 19-21, Sheraton Boston
With a 15+ year-long reputation as "The Leading Forum for DTC Thought Leaders," the DTC National is one of the largest annual conferences focusing solely on direct-to-consumer Rx marketing. Featuring three of the industry's favorite awards - The DTC National Advertising Awards, Top 25 DTC Marketers of the Year, and DTC Hall of Fame; this conference is designed around cutting edge content (no supplier pitches, no paid agenda slots) and vetted by our prestigious conference board. See multicultural marketing expert Sheila Thorne, President/CEO of Multicultural Healthcare Marketing Group, as she discusses building pharmaceutical industry trust and healthcare access among African Americans. Liliana Gil Valletta, President & Co-Founder of XL Alliance, will speak about using big data in a proven methodology, CulturIntel, to map a patient's journey at this year's must-attend pharmaceutical marketing event. The 2016 DTC National will focus on patient power. A number of forces have been responsible for increasing power of patients. Their employers and insurers have been shifting cost to them through higher deductibles and co-pays. Now most patients are basically self-insured and can pay thousands before getting reimbursed. This means they are demanding their services and products be high value for that added cost. Join hundreds of pharmaceutical and multicultural marketers from around the country at the industry's premier professional conference. Learn from world-class speakers and network with the pharmaceutical marketing industry's best. Register today for the 2016 DTC National. Follow on Twitter using #XLDTC or visit www.dtc-national.com for more information. **Contact: Scott Ehrlich at Scott@dtcperspectives.com or 770-559-0702.**

FREE Webinar - Optimizing the Omnichannel Experience for Multicultural Consumers: What America's multicultural explosion means to the retail business, May 2, 2:00 PM
Join Multicultural Retail 360 for a free webcast featuring two well-respected multicultural experts - Lisa Skriloff, founder and president of Multicultural Marketing Resources Inc., and Tracy Galindo, Managing Director of GT Universe and Multicultural and Specialty Marketing Consultant for Jewel-Osco/Albertsons -- as they explore the challenges and opportunities faced by retailers and CPG firms in marketing to multicultural consumers. This free webcast will provide attendees with a preview of the types of insights available at this year's Multicultural Retail 360 Summit, being held Aug. 24-26, in San Diego, California. Skriloff will preview the insights of a panel of experts discussing key trends being driven by African-American, Hispanic and Asian households, from millennials to 50-plus consumers to intergenerational families. Galindo will discuss Jewel-Osco's year-round initiatives, celebrating the Hispanic, African-American and Kosher communities. **Register now at www.multiculturalretail360.com/2016webinar**

MULTICULTURAL RETAIL 360 SUMMIT
AUGUST 24-26, 2016
HILTON BAYFRONT
SAN DIEGO, CA
Register Today!

3AF 2016 Asian Marketing Summit, June 2-3, in Los Angeles' Koreatown
At the 3AF's 2016 Asian Marketing Summit, you'll learn critical information to capture your share of the Asian American market:
* Release of the 3AF's in-language media consumption study
* Experts from Chase, The Walt Disney Company, The Pew Research Center, and DramaFever
* Highlights from the newest 2016 Nielsen "State of the Asian American Consumer" report.
* Better understand how to capture and leverage ROI in Asian marketing
* Meet, network and engage with Asian marketing industry experts, influencers, and marketers
* The industry's only Asian Market Boot Camp on June 1-- an excellent way to hone your Asian consumer knowledge and access great resources. This event, separate from the conference, sells out early, so register quickly!

Agenda coming soon. Register now! **For more information on sponsorship opportunities, contact Genny Hom-Franzen at ghomfranzen@3af.org.**

Sponsorship Opportunities Available for 2016 Mosaic Awards, June 5
Support cutting-edge advertising and connect with the best agencies and companies in the business at the 2016 Mosaic Awards in Anaheim, CA on **Sunday, June 5**! Each year, the AAF honors cutting-edge campaigns and company initiatives that celebrate multiculturalism in advertising at the Mosaic Awards. Be a part of the celebration! Sponsorships include company identification in promotional materials, a table at the award show and conference registrations at the AAF's ADMERICA National Conference! **Contact Kai Jones Weidie for more information at kjones@aaf.org.**

MOSAIC AWARDS

The 2016 Multicultural Retail 360 Summit - Optimizing the Omnichannel Experience for Multicultural Consumers
The Hispanic Retail 360 has expanded into the Multicultural Retail 360 Summit. Join us in San Diego on August 24-26 where retailers, suppliers and marketing experts will meet to share research, thoughts and insights on how to be successful at targeting the highly influential multicultural consumer segment. This year's event has presenters from, Facebook, Zumba® Fitness, Jewel-Osco and our celebrity keynote presentation from comedian, actor, director and author **John Leguizamo**. Register today at www.multiculturalretail360.com/summit/. **Contact info: Jeff Friedman, Group Brand Director, Multicultural Retail 360 Summit,** jfriedman@stagnitomail.com, **201-855-7621**

MULTICULTURAL RETAIL 360 SUMMIT
AUGUST 24-26, 2016
HILTON BAYFRONT
SAN DIEGO, CA
Register Today!

30th Annual NAMIC Conference, September 20-21, 2016 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, Vice President, Events and Partner Relations, at** sandra.girado@namic.com **or 212-594-5985.**

5th Annual Multicultural Health National Conference, Oct 25-26, 2016, Philadelphia
Save the Date for the 5th annual edition of The Multicultural Health (MCH) National, the premier and only multicultural conference focusing on the healthcare industry and a must attend event for pharma executives, ad agencies, insurers, hospitals and media companies. For the first time, the event to be held at The Sonesta Philadelphia, Oct. 25-26, 2016, will be co-located with the DTC Forum on TV & Print. The Multicultural Health National conference will feature case studies of successful examples of healthcare marketing and specific focus areas for each key multicultural population segment in America including African Americans, Hispanics, Asian Americans and LGBT consumers. This 1 ½ day conference also features one evening of awards with a dinner reception celebrating recipients of the Best in Multicultural Health Marketing Awards and the client-side executives selected for the Outstanding Multicultural Marketers Awards.This year's speaker line up already includes Michael Myers, SVP, Public Affairs and Rev. Percy McRay, National Director of Faith-Based Programs, Cancer Treatment Centers of America Global, Inc. among others. Register here **To be kept informed of speakers as they are announced and learn about sponsorship opportunities and conference agenda, contact Scott Ehrlich, VP, DTC Perspectives at scott@dtcperspectives.com or 770-559-0702. Follow on Twitter using #MCHN16 or visit dtcperspectives.com/mchn/ for more information.**

Multicultural Health National

See more events here

Have an Event that should be listed in our next issue? List it here

Upcoming Events

April 2016

Apr 6-7 "2016 NHCC Annual Summit and 30th Anniversary," The National Hispanic Corporate Council (NHCC), Washington, DC http://nhcchq.org

Apr 14 "Empowered Latinas Connect," Proud To Be Latina, Chicago http://www.proudtobelatina.com/index.html

Apr 18-20"AHAA's 2016 Annual Conference "AHAA 20/20: The Future in Focus," AHAA, Miami http://ahaa.org

Apr 19-21 "2016 DTC National," DTC Perspectives, Boston, MA http://dtcperspectives.com/dtcn/

Apr 25-26"32nd Annual Pacific Rim International Conference on Disability and Diversity," University of Hawai'i Center on Disability Studies, Honolulu, HI http://www.pacrim.hawaii.edu 808-956-8816/prinfo@hawaii.edu

May 2016

May 2"FREE Webinar - Optimizing the Omnichannel Experience for Multicultural Consumers: What America's multicultural explosion means to the retail business," Stagnito Business Information www.multiculturalretail360.com/2016webinar

May 18"NAMIC Annual Awards Breakfast," NAMIC, Boston http://namic.com

June 2016

Jun 2-3"2016 3AF Asian Marketing Summit," The Asian American Advertising Federation, Los Angeles http://www.3af.org

Jun 5"2016 Mosaic Awards," American Advertising Federation, Anaheim http://membership.aaf.org/mosaicawards

Jun 6 "Proud To Be Latina Sixth Annual Empowerment and Leadership Conference," Proud To Be Latina, New York http://www.proudtobelatina.com

July 2016

Jul 11-12"Multicultural Women's National Conference," Working Mother Media http://bit.ly/1SC3Jwe

August 2016

Aug 3-7"NABJ and NAHJ Joint Convention & Career Fair," NABJ, NAHJ, Washington http://www.nabj.org/?page=2016Convention

Aug 24-26"2016 Multicultural Retail 360 Summit," Stagnito Business Information, San Diego http://www.multiculturalretail360.com/summit/ 201-855-7621, jfriedman@stagnitomail.com

September 2016

Sep 18-21 "10th Annual ADCOLOR Conference & Awards," ADCOLOR, Boca Raton, FL http://adcolor.org

Sep 20-21"30th Annual NAMIC Conference," NAMIC, New York http://namic.com

Sep 29-Oct 1 "NSHMBA 2016 Houston Conference," NSHMBA, Houston http://www.nshmba.org/members/group.aspx?code=Houston

October 2016

Oct 9-11 "2016 ANA Multicultural Marketing & Diversity Conference," Association of National Advertisers, Los Angeles https://www.ana.net/conference/show/id/MCC-NOV16

Oct 25-26"5th Annual Multicultural Health National Conference," DTC Perspectives, Philadelphia http://dtcperspectives.com/mchn/ 770-559-0702

The next Save the Dates for Key Multicultural & Diversity Conferences + events issue will be the July issue.
If you are interested in including your event please visit http://multicultural.com/calendar/add_event to submit your free simple one line listing or, for $425, your featured event with description and logo. Deadline June 23rd.

Our May issue of Multicultural Marketing News will be the Asian Pacific American Heritage Month issue. To feature your company news or profile in that issue visit http://multicultural.com/services/mmr_news. Deadline April 20th.

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

Contact

Lisa Skriloff, Editor & President
Multicultural Marketing News
Multicultural Marketing Resources, Inc.
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.

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)

JOURNALISTS
Find diverse sources and experts on niche markets and diversity
- Search for an expert online in Multicultural Experts Directory
- Post your query here for experts to respond to
- Have your query sent to selected experts we can recommend and set up interviews for you
- Request statistics and background information
- Request a copy of the Source Book of Multicultural Experts
- **Learn more about how MMR works with journalists**

CORPORATE EXECUTIVES
Get started; Find a vendor; Promote successful initiatives
- Get information on ethnic/niche markets
- Find an expert firm: search here or post your RFP
- Promote your diversity initiatives and multicultural marketing campaigns: Post your news or Send a press release
- Request speakers for meetings
- Consulting services
- **Learn more about how MMR works with corporations**

MULTICULTURAL EXPERTS
Promote your services; Find new clients; Get in the news
- Get listed in the online Multicultural Expert Directory
- Get listed in the Source Book of Multicultural Experts
- Send a press release about your company
- Feature your company in MMRNews

SPEAKERS
- Get listed in the Speakers Showcase
- Search queries from journalists
- List in the online Multicultural Expert Directory
- **Learn more about how MMR works with Experts and Speakers**

ASSOCIATIONS & ORGANIZATIONS
- Promote your events in our Calendar of Recommended Multicultural and Diversity Events
- Disseminate your press releases via MMRNews
- Request speakers for events and conferences
- Connect with sponsors
- **Learn more about how MMR works with associations**