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 Upcoming Key Multicultural & Diversity Conferences + events

Multicultural Marketing News July 2016

What's Inside: Save the Dates for Upcoming 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
- Working Mother Multicultural Women's National Conference, July 11-12, New York, NY
- 2016 ColorComm Conference, July 20-22, Miami, FL
- The 2016 Multicultural Retail 360 Summit - Optimizing the Omnichannel Experience for Multicultural Consumers, August 24-26, San Diego, CA
- ADCOLOR Industry Conference and Awards, September 18-21, Boca Raton, FL
- 30th Annual NAMIC Conference, September 20-21, New York, NY
- 18th Annual ANA Multicultural Marketing and Diversity Conference, October 9-11, Los Angeles, CA
- 5th Annual Multicultural Health National Conference, October 25-26, Philadelphia, PA

Featured Events

Working Mother Multicultural Women's National Conference July 11-12, 2016
It's almost here - the 2016 Multicultural Women's National Conference! This two-day national conference deepens the conversation about race and gender in the workplace, attracts hundreds of attendees from major corporations, and honors the 2016 Best Companies for Multicultural Women. This year's theme is: *Rise Up. Reach Out. Own Every Opportunity* where we'll challenge our thinking with engaging keynotes and panel discussions, draw inspiration from leadership journeys shared in StoryTalk sessions, and commit to action during powerful skill-building workshops. Join us for an unforgettable conference and special signature opening when we launch our #RISEUP Fashion show! **For more information and to register, visit workingmother.com/mcw16.**

2016 ColorComm Conference, July 20-22, Miami
C2 (short for ColorComm Conference) is the ultimate business conference and retreat for women of color in communications. Unlike many conferences with thousands in attendance, C2 is an intimate group of 400 multicultural, professional women. With innovative programs and topics presented by the industry's top practitioners and thought leaders, this conference provides a safe place to address relevant issues from like-minded women. C2 is for you if you are a woman of color in the vast field of communications, including: Public Relations, Media Relations, Corporate Communications, Advertising, Journalism Broadcast, Consulting, Social Media, Entrepreneurs, Educators and more! C2 is for you if you want to connect with and learn from the best and the brightest of like-minded professionals. **For more information, visit www.colorcommconference.com.**

The 2016 Multicultural Retail 360 Summit - Optimizing the Omnichannel Experience for Multicultural Consumers
The Multicultural Retail 360 Summit is the retail industry's premier educational and networking event. Join us in San Diego on August 24-26 where Facebook, Zumba® Fitness, Kellogg, Albertsons/Safeway, Jewel-Osco and more will share insights, strategies and information on how to connect with multicultural consumers. We also have a special celebrity keynote presentation - 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**

ADCOLOR Industry Conference and Awards, September 18-21, 2016 Boca Raton, Florida
The 10th Annual ADCOLOR Industry Conference and Awards will take place in Boca Raton, Florida at The Boca Raton Resort & Club from September 18-21, 2016. The ADCOLOR Conference is the premier diversity gathering for creative industry professionals. 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 the space. **To register and book your hotel visit www.adcolor.org**

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.**

18th Annual ANA Multicultural Marketing and Diversity Conference, in Los Angeles, CA
The Association of National Advertisers provides the ultimate channels for showcasing outstanding Multicultural Marketing and Diversity content, through the ANA Multicultural Excellence Awards program and conference. To learn more or submit an entry to the awards program, please visit our awards website. The 18th Annual Multicultural Marketing and Diversity Conference will feature a phenomenal lineup of speakers including Lane Bryant, Nestlé, Prudential Financial and Target to name a few. Register now and join us at the JW Marriott Los Angeles at L.A. Live on October 9-11, to discuss a strong mix of topics with other client side marketers. Explore issues in multicultural marketing, learn practical ideas to improve marketing campaigns and spend quality time networking with your peers, all under one roof. **For more information, please contact Talia Fisher, Associate Manager, Committees and Conferences, 212-455-8008.**

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.**

See more events here

Upcoming Events
July 2016

Jul 11-12 " Working Mother Multicultural Women's National Conference," Working Mother Media, NYC workingmother.com/mcw16

Jul 20 "Marketing to Generation Z Conference," PME Enterprises LLC, NYC http://www.genzconference.com/index.html 860.742.2649 x38, alex@pme-events.com

Jul 20-22 "2016 ColorComm Conference," ColorComm Network, Miami www.colorcommconference.com

Jul 29-31 "3rd Annual International Multicultural & Heritage Summit & Trade Show," Horizons International Group Inc., Miami http://www.multiculturaltourismsummit.com

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

Jul 19-Aug 28"Crime and Punishment," The Russian Arts Theater and Studio, NYC www.russiantheater.org hello@russiantheater.org

September 2016

Sep 9-10 "7th Annual AscendNAAMBA Conference & Career Exposition," National Association of Asian MBAs, NYC http://www.ascendleadership.org/mpage/AscendNAAMBA2016

Sep 14 "Hispanic Sports Marketing Forum," MediaPost and Portada, NYC https://www.portada-online.com/events/hispanic-forum/

Sep 15 "10th Annual Hispanic Advertising and Media Conference," MediaPost and Portada, NYC https://www.portada-online.com/events/hispanic-conference/

Sep 18 "Hispanic Fest 2016," United for a Good Cause Inc., Navarre, FL www.unitedforagoodcause.org/hispanic-fest16

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

Sep 20-21 "30th Annual NAMIC Conference," NAMIC, NYC 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 20 "14th Annual Hispanic Television Summit," NYC Television & Video Week, NYC http://www.hispanictvsummit.com

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

November 2016

Nov 3 "Fifth Annual 3% Conference," The 3% Movement, LLC, NYC https://www.eventbrite.com/e/fifth-annual-3-conference-tickets-21786250261

Nov 4 "8th Annual AMBA Conference," Asian MBA, NYC http://events.asianmba.org/8th-annual-amba-agenda

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 or call Lisa Skriloff 212-242-3351 or e-mail Lisa@multicultural.com.

Next Issue: September 2016
Deadline: August 25th, 2016
Theme: Hispanic Heritage Month

To see upcoming newsletters view our 2016 Editorial Calendar

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

If you would like to include your company profile or news in the Hispanic Heritage Month issue, please consider an advertorial feature. Learn more here

About This Newsletter

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

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