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 - September 2015

MULTICULTURAL MARKETING RESOURCES, INC.

Multicultural Marketing News
September 2015
Hispanic Heritage Month

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

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- ANA Captures The Essence of Multicultural Marketing and Diversity With Awards and Conference

BeVisible, Online Network for Latina Millennials, Launches "Shark Tank" Competition, Seeks Corporate Sponsors
BeVisible is a growing community of like-minded Latinas in pursuit of the support, resources, advice, inspiration, and mentorship they need to succeed and reshape the American dream. In techie terms, it's a social media platform that combines the community-building aspect of Facebook and the ability to search in-network for professional contacts such as on LinkedIn, and the highly appealing graphic elements of Pinterest to serve as a one-stop shop interface for Latina Millennials.At BeVisible, we're committed to helping Latinas grow their network, find mentors to help them with their professional development, interact with like-minded peers, get inspired to make their mark, seek out advice that will help them accelerate in their careers, and connect with prospective employers. In partnership with Univision Colorado and Latinas Represent, we are launching a competition focused on social entrepreneurship. Over the course of the next 5 months, BeVisible will be inviting Latinas from all over the US to pitch their company to a select group of VIP judges. The final 8 will be invited to pitch live at the event in front of an audience of 2,000 people, a la "Shark Tank" style, in Denver in March 2016. BeVisible looks forward to exploring partnership opportunities with potential corporate supporters. **For more information contact: Andrea Guendelman at andrea@bevisible.soy**. Register atwww.bevisible.soy/register. View the Univision promotional video about the competition at https://drive.google.com/a/entravision.com/file/d/0B-jOkqUA4PBQcFQ0enpOYUNab2c/view?usp=drive_web

Improving Patient Outcomes & Driving Revenue
Please join EMCAY in honoring Hispanic Heritage month. Pharmaceutical brands have certainly come a long way in understanding the tremendous opportunity the US Hispanic market represents, however we are far from reaching the max threshold. As an advertising agency that specifically specializes in Hispanic marketing for the pharmaceutical industry we continue to see significant gaps for millions of US Hispanic patients. Although many make the assumption that these disparities are purely driven by socioeconomic reasons,we disagree. Whether pre or post ACA, awareness, diagnosis and treatment of US Hispanics continues to be under national norms presenting a significant risk to future health outcomes. Even now, with higher insurance coverage, the disparities continue to exist on a significant level across therapeutic areas. Certainly economics are a factor, but from our experience, high impact culturally relevant communications coupled with strong application of pharmaceutical industry dynamics drive tremendous results in narrowing these gaps, as well as driving profitable revenue for brands. Let us be your pharma cultural specialist. www.emcay.net. **For more information please contact Jeffrey Baynes atjeffrey.baynes@emcay.net**

Essential Facts About How U.S. Hispanics Get Their News- in an Infographic!
Election 2016 is almost upon us and the Hispanic voting block is drawing lots of attention from pollsters and politicians alike. The growing Hispanic population, particularly in swing states, will ensure that both parties will have to woo Hispanics for years to come. To find out how Hispanics across the United States are being influenced by the news media, we first wanted to know where they were likely to find news stories. Are they consuming news in both Spanish and English, and do they find one source to be more credible than the other? While slightly more than half of Hispanics polled (54%) find English and Spanish news sources to be about the same, 26% say that English language news is more credible and 6% find Spanish language news to be a more trustworthy source. Hispanics rated Diane Sawyer as the most trusted English language news anchor and Jorge Ramos as the most trusted Spanish language news anchor. Click here to see the full infographic. **Contact: Mike Chavarria, mchavarria@soapboxsample.com**

Ethnic Technologies will be exhibiting at the DMA Annual Event once again this year!
WHAT IS &THEN? &THEN is the DMA Annual Event reinvented! Join Ethnic Technologies and the next generation of digital, data-driven marketers in Boston October 4th - 6th and explore 106 interactive education sessions, and 5 inspiration keynote sessions. &THEN brings analysts, artists, brand managers, strategists, copywriters, CEOs and other great marketers together to share ideas and discuss proven ways to get results. &THEN is the first marketing ideas festival meets user innovation conference, marrying analytics and art at an invigorating and energized event. You'll still benefit from all of the great networking, thought leadership and education that you have come to expect from DMA - the organization at the forefront of marketing for 97 years. Ethnic Technologies would love to meet with you at this exciting global event! We will be located at Booth #1331 on the exhibit floor. Stop by and hear all that is new and exciting with us (including being honored with two industry awards this year!) or contact us to set up a meeting!**Ethnic Technologies contact: Karen Sinisi, Director of Sales, Ethnic Technologies, Phone(866) 333-8324 ext. 117, karens@ethnictechnologies.com**

Consumer Empathy in Action: How Brand Affiliation Can Influence Shoppers
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. View the webinar presented by Jorge Martinez, C+R Research's Hispanic and multicultural expert. Jorge presented hot off the presses results of a LatinoEyes study looking at the impact of political and social issues on consumer attitudes and behaviors. **Click here to view this free webinar.**

Portada's Hispanic Sports Marketing Forum & 9th Annual Hispanic Advertising and Media Conference, September 16-17, 2015 at Yotel New York
Soccer Broadcasting StarFernando Fiore is going to be one of the main attractions at #Portada15 in NYC's Yotel on September 16-17. #Portada15 comprehends the Hispanic Sports Marketing Forum and the 9th Annual Hispanic Advertising and Media Conference. Thought Leaders participating include: **Pattie Falch**, Director Sponsorships & Events, Heineken USA; **Mariela Ure**, SVP, Hispanic Segment Strategy, Wells Fargo; **Christian Borjon**, Director Hispanic Sales & Marketing, Samsung; **Brian Cristiano**, CEO, Bold Worldwide; **Gustavo Aguirre**, Associate Brand Manager, Coors Light; **Kymber Umana**, Hispanic Marketing Manager, Sprint; **Trisha Ranes**, Senior Marketing Manager-Latino, H&R Block; **Cesar Taveras**, Online Marketing Manager, Rosetta Stone; **Jason Riverio**, Manager, Multicultural Brand Marketing, Big Lots; **Maria Fernanda Ordonez**, SVP Media Director, Identity; **Stephen Paez**, VP Director, Multicultural, Spark SMG. **Key Topics:** How **national brands reach local audiences, hyperlocal targeting; The Drivers of the Multicultural Sports Media Landscape; Amazing Sports Marketing Activations;** Actionable insights to reach the **Multicultural Millennial;** Solving the challenge of reaching Hispanics via **Social Advertising; Hispanic Digital Video Explosion.** Take advantage of the online promotion. **Register here: https://www.portada-online.com/events/hispanic-conference/register**

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**

DIVERSITY OTT OUTREACH TALENT TENACITY
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.**

DiversityInc's High Potentials and the War for Talent Event, Sept. 30 Newark, NJ
According to SHRM, only four percent of U.S. managers are considered high potentials, while the average for the DiversityInc Top 50 and Top 10 is 16 and 25 percent, respectively. Correspondingly, diversity of senior executives is higher in both the Top 50 and Top 10. We have selected executives from DiversityInc Top companies who have the highest accomplishments, like Novartis Pharmaceuticals Corporation, PricewaterhouseCoopers and Marriott International, to share their strategies and best practices on recruiting and retaining high potentials at our event, High Potentials and the War for Talent, which will take place on September 30th at Newark Airport Marriott in Newark, New Jersey (sponsored by: ADP, Cox Communications and EY.) Click here for the full agenda. MMRNews subscribers are eligible for a 50% discount; please use code **HIPOMMR50** at checkout.

Best Practices on Diversity Recruiting Event, Oct. 1 Newark NJ
The U.S. unemployment rate is 5.3% - the lowest in seven years, according to the Bureau of Labor Statistics. At the same time, U.S. labor-force participation has dropped to a 30-year low of 61.6%, and a global workforce shortage of 95 million people is projected by 2020. This translates to a massive shortage of talent, making recruitment of an increasingly diverse skilled workforce an urgent priority. DiversityInc Top 50 and Top 10 companies have significantly better track records in hiring Blacks, Latinos, Asians and women. How do they do it? We have selected executives from companies with the best recruitment data to share their best practices at our event, Best Practices on Diversity Recruiting Event on Oct. 1 at Newark Airport Marriott in Newark, New Jersey, sponsored by: Sodexo, AT&T, Comcast NBCUniversal, MasterCard and Travelers Click here for the full agenda. Register now. MMRNews subscribers can receive a 50% discount; please use code **RECMMR50** at checkout.

Culturally Competent Healthcare, Oct. 1 Newark, NJ
Culturally competent healthcare equals cost-effective healthcare and better patient outcomes. Several technology-oriented DiversityInc Top 50 and 25 Noteworthy companies have had proven success and have significantly better track records in managing diversity, especially for senior management, than other companies in the field. From working with the most competitive hospitals and healthcare companies, we know there are transferable lessons to be learned. We have selected executives from organizations with the best promotion and retention data to share their best practices at our event, Culturally Competent Healthcare, which will take place on Oct. 1 at Newark Airport Marriott in Newark, New Jersey - sponsored by: Novartis Pharmaceuticals Corporation, Cleveland Clinic, AbbVie, Baxter International, CVS Health, Kaiser Permanente and Mount Sinai Health System Click here for the full agenda. MMR News subscribers are eligible for 50% discount off registration; please use code**HLTHMMR50** at checkout.

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 September 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.**

13th Annual Hispanic Television Summit, October 22, 2015, New York, New York
As Hispanic audiences keep growing, so has the importance of the Hispanic Television Summit grown for those in the TV business. In the U.S. alone, the world's second most populous Hispanic nation, this audience comprises about 1 in 5 viewers. And, as Hispanics continue to assimilate, general market programmers and advertisers are finding the need to compete for these viewers. The 13th Annual Hispanic TV Summit is a one-of-a-kind, one-day business conference that addresses these shifting priorities within the expanding business of Hispanic television in the U.S., Latin America and worldwide. The summit features speakers and panelists who are leading executives in linear and online television, sports, digital production, marketing and advertising from both the Hispanic and the general markets. Register by September 18th to save $100 off the regular registration price. **For more information contact Navi Ramnarain at navi@schrammnyc.com or 212-983-0219 or visit www.hispanictvsummit.com to see sponsorship opportunities and conference agenda.**

ANA Captures The Essence of Multicultural Marketing and Diversity With Awards and Conference
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 17th Annual Multicultural Marketing and Diversity Conference will feature a phenomenal lineup of speakers including Allstate, Denny's, Kaiser Permanente, Moet Hennessy USA, Marriott International and Western Union. Register now and join us in Miami Beach on November 8 - 10, 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 Mala White, Senior Manager, Committees and Conferences, 212-455-8084.**

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 2015
Deadline: October 5th, 2015
Theme: Disability Awareness Month
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

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