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

Save the Date(s) for Key 2015 Multicultural / Diversity Conferences & Events

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Multicultural Marketing Resources, Inc. (MMR) has compiled this preliminary Calendar for 2015 of Recommended Multicultural and Diversity Seminars and Conferences of interest to marketing professionals who target Hispanics, African Americans, Asian Americans, women, the LGBT market, people with disabilities and other groups. Visit http://multicultural.com/calendar to view more events as they are added.

Featured Events

March

Geoscape New Mainstream Business Summit - March 17-19 at The Mandarin Oriental Resort, Miami
Join some of the leading experts in the multicultural marketing and advertising community at the New Mainstream Business Summit from March 17-19, 2015 taking place at the Mandarin Oriental, one of Miami's finest five diamond resorts. Gain in-depth insights into the most recent developments in marketing, business economics and strategy as it relates to finding growth in our multicultural economy - case studies from national leading brands like Domino's Pizza, American Family Insurance and The U.S. Army, just to name a few. The line-up of presenters is stellar and you'll have opportunities to interact in an elegant and comfortable venue during Miami's peak season. Register Today! **Contact Henry Brulay, hbrulay@geoscape.com, 888-211-9353.**

The 27th Forum on Workplace Inclusion™, March 17-19, 2015 Minneapolis Convention Center
Making Waves is the theme for the 2015 conference. This is a three-day gathering of leaders, knowledge seekers, coaches, mentors and change igniters focused on the importance of diversity & inclusion in today's global workforce. It is a venue for learning, exchanging ideas on new ways of thinking and providing inspiration for professionals in all sectors as well as college students. The 27th annual Forum on Workplace Inclusion will be held at the Minneapolis Convention Center. Click here to learn more about The Forum on Workplace Inclusion. **You can contact us at workplaceforum@stthomas.edu or at 651-962-4377.**

15th Annual Horowitz Cultural Insights Forum - March 25, 2015 at the Edison Ballroom in NYC
The 15th Annual Horowitz Cultural Insights Forum is a long-standing, research- and insights-driven media industry event, well-known for advocating for the value of multicultural consumers for the media industry. The theme of the Forum this year is IDENTITY MATTERS: Be Relevant in a Multiplatform World. Join nearly 400 executives and decision-makers from the media, advertising, technology, and financial industries as we explore how and why all the nuances of identity-including race, psychographics, and culture-play an integral role in effectively targeting and engaging today's consumers. The agenda includes research presentations, keynote speakers, panel discussions, case studies, and a special Emerging Talent Showcase-a spotlight on young, multicultural content creators who are shaping the content of tomorrow. **To inquire about speaking and sponsorship opportunities, please contact: Andrew O'Brien at andrewo@horowitzresearch.com or 914-834-5999.**

May

3AF 2015 Asian Marketing Summit and Immersion Tour in Los Angeles, May 12-14, 2015
Join the Asian American Advertising Federation (3AF) when we move our annual conference to Los Angeles. After several successful conferences in Las Vegas, the 3AF has chosen a new venue that will put the spotlight on Asian Americans and provide marketers with an in-depth perspective. Often called the heart of Asian America, Los Angeles is the home to one-third of all Asians in the United States and what better place to learn from the experts about Asian consumers, Asian marketing and Asian advertising? The 3AF will also offer another new event, an immersion tour of the San Gabriel Valley, where more than 60 percent of the residents are Asian. Are you ready to be immersed in the Asian market? Don't miss it! **For more information about registration and sponsorship opportunities, contact Genny Hom-Franzen, 3AF Executive Director, at ghomfranzen@3af.org or go to www.3af.org.**

NAMIC Annual Awards Breakfast, May 7, 2015, 8:00 - 9:30 a.m. at McCormick Place Convention Center
Held during the National Cable & Telecommunications Association (NCTA)'s Internet & Television Expo (formerly, the Cable Show), the Annual Awards Breakfast recognizes Next Generation Leaders and Luminaries. In addition, NAMIC honors the recipient of the Mickey Leland Humanitarian Award, established in 1992 in memory of the late Congressman from Texas for his lifelong advocacy of social justice and equality for people around the world. **For more info about purchasing tables or tickets and sponsorship/partnership opportunities, contact Sandra Girado, Senior Director of Meetings and Events, atsandra.girado@namic.com or 212-594-5985.**

June

Diversity Achievement & Mosaic Awards
The American Advertising Federation and it's District Two will host the Diversity Achievement & Mosaic Awards (DAMA) on Thursday, June 11, 2015. This award show recognizes companies and industry leaders whose commitment to diversity and inclusion is evident through their work and actions. Submissions are due by Wednesday, February 11, 2015. **Learn more about DAMA and submit your work and nominations on the AAF's website!**

August

Save the Date for the 2015 Multicultural Retail 360 Summit: August 12 - 14, 2015
Over the past decade, Hispanic Retail 360 has grown into the premier cross-channel event focused on retailing to the growing Latino market. Multicultural Retail 360 will continue to help retailers maximize their business with the growing Hispanic market in the U.S., while also providing examples of best practices for merchandising and marketing to other important demographic and cultural segments, including African-Americans, Asian-Americans, biculturals, and other emerging ethnic and cultural consumer groups. Multicultural Retail 360 Summit is unique from the other conferences aimed at marketing and advertising to multicultural consumers. No existing conference addresses the issues that retailers face identifying and segmenting multicultural consumers shopping their stores, and executing strategies so they have the appropriate product mix and marketing messages for these customers at every store. **Please visit www.multiculturalretail360.com and, for information about sponsoring the 2015 Multicultural Retail 360 Summit, please contact Michael Hatherill at 201-855-7610 or mhatherill@stagnitomail.com.**

September

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.**

October

4th annual Multicultural Health Marketing Conference, October 12-14, 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 next October 12-14, 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 **For more information contact Scott Ehrlich, VP, DTC Perspectives atscott@dtcperspectives.com or 770-559-0702 or visit www.mchnational.com.**

November

Learn More about Multicultural Marketing & Diversity
The ANA Multicultural Marketing & Diversity Conference is the industry's premier multicultural "go to" event catering to top level executives wanting to learn how to target this fast growing segment of the population. Save the date 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.**

Other Upcoming Events

Feb 1-4 "Most Promising Multicultural Student Program," American Advertising Federation, NYC http://membership.aaf.org/most-promising-multicultural-students-program-1 Kai Jones, Manager, Mosaic Center & Education Services, kjones@aaf.org and Melissa Wong, AVP, Mosaic Center & Education Services, mwong@aaf.org

Feb 5-16 "The Pan African Film & Arts Festival," The Pan African Film Festival, Los Angeles www.paff.org info@paff.org, 310-337-4737/Louida Miller

Mar 16-20 "Hispanicize 2015," Hispanicize, Miami http://www.hispanicizeevent.com/news/hispanicize-2015-week-opens-for-business-sixth-annual-latino-trends-event-set-for-march-16-20-2015-in-miami.html

Apr 26-28 "HACR 2015 Young Hispanic Corporate Achievers™ (YHCA) Program," Hispanic Association on Corporate Responsibility, Atlanta http://bit.ly/1qCbnJy Emma Etheridge, Programs & Initiatives Manager, eetheridge@hacr.org, 202-682-4012

Apr 27 - 29 "2015 AHAA's Annual "Thinking Under the Influence" Conference," AHAA: The Voice of Hispanic Marketing, Miami Beach http://www.ahaa.org/default.asp?contentID=19

May 18-19 "31st Pacific Rim Conference on Disability and Diversity," Center on Disability Studies, University of Hawai'i at Manoa, Honolulu, HI http://www.pacrim.hawaii.edu prinfo@hawaii.edu, 808-956-8816

Should your event be listed ?
Visit http://multicultural.com/calendar/add_event.
We welcome submissions to our Calendar of Recommended Events. Submit an event as a simple listing (no fee) or as a featured listing with a logo and description (fee applies). To include a logo and 125 word description, (fee $425) submit info and payment here.

About This Newsletter
Multicultural Marketing News (MMRNews), is published by Multicultural Marketing Resources, Inc. (MMR). For a free subscription, sign up at http://multicultural.com/mail_list_sign_up.

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