



AMERICAN MARKETING ASSOCIATION

2009
HOT TOPIC SERIES

HISPANIC MARKETING

Driving the Top-Line Through a Sustainable Hispanic Marketing Strategy

Over the last one hundred years, the US Hispanic population has become the nation's largest cultural segment, now estimated to be 15 percent of the nation's total population with a purchasing power of approximately \$926.1 billion. As a result, the Hispanic Market is now indisputable as a critical segment of companies' core consumer base and one that requires disciplined and holistic strategic integration for profit maximization.

FACULTY

TERRY SOTO—CEO, About Marketing Solutions & Author *'Marketing to Hispanics: A Strategic Approach to Assessing & Planning Your Initiative'* (Chairperson)

FELIPE KORZENNY, PH.D.—Professor and Director of the Center for Hispanic Marketing Communication, Florida State University

RUSSELL A. BENNETT—Vice President Latino Health Solutions, United Health Care



BOSTON, MA APRIL 16

LOS ANGELES, CA MAY 14

CHICAGO, IL JUNE 10

HISPANIC MARKETING

Driving the Top-Line Through a Sustainable Hispanic Marketing Strategy

In this Hispanic Marketing Hot Topic Briefing, you will hear from "Best in Class" executives on Hispanic Marketing strategies that are integrated, aligned and successful. This briefing goes beyond the tactics, exposing you to a higher level of understanding while equipping you with ACTIONABLE SKILLS to effectively THINK, ASSESS, PLAN, DEVELOP and IMPLEMENT a sustainable and successful Hispanic Market Strategy.

DISCUSSION POINTS

- THE EVOLUTION OF HISPANIC MARKETING AND WHAT'S AHEAD: Implications for Corporate America
- DEVELOPING THE BUSINESS STRATEGY: Reconciling Market Intelligence with Organizational Realities in a Strategy that is Uniquely Appropriate for Your Organization
- CULTURALLY INFORMED STRATEGY BASED ON GROUNDED RESEARCH: Properly Planned and Executed Market Research with U.S. Hispanics—From Groups to Segmentation
- MARKET INTELLIGENCE DISCOVERY: The where, the how and the why of Macro, Industry and Competitive Intelligence for Hispanic Market Strategy Development
- DISCOVERING WHAT YOU HAVE AND WHAT YOU DON'T: Assessing Your Organization's Competencies and Readiness
- LEVERAGING WHAT YOU HAVE AND BUILDING WHAT YOU DON'T: Creating Internal Readiness, Competencies and Alignment
- Real World Case Study: MANAGING THE INTEGRATION OF THE STRATEGY: 360 Degree Hispanic Marketing

REAL-WORLD CASE STUDIES

BOSTON—Gloria Tostado, Multicultural Advertising Manager - National Retail Advertising, Verizon Wireless
 LOS ANGELES—Mark Stockdale, Director, Hispanic Marketing, T-Mobile USA, Inc.
 CHICAGO—Sandy Kostouros, Marketing Manager, Illinois Mutual Life

PRICING

MEMBER \$695
 NON-MEMBER \$980

Become an AMA member now and save on all conferences and training events.

EARLY REGISTRATION DEADLINE*

BOSTON MARCH 13
 LOS ANGELES APRIL 14
 CHICAGO MAY 8

**Please add an additional \$100 to registration if registering after early registration deadline*



American Marketing Association

311 South Wacker Drive #5800
Chicago IL 60606-2266

Nonprofit Org.
U.S. Postage
PAID

Permit No. 9318
Chicago, Illinois

FOR FULL EVENT INFORMATION & TO REGISTER VISIT

www.marketingpower.com/hthispanic or call 800.AMA.1150