

**From:** MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]

**Sent:** Wednesday, July 28, 2010 2:09 PM

**Subject:** Join Us Next Week at Upscale Magazine's African American Marketing Conference & Bronner Brothers Hair Show, Aug 6-8 in Atlanta

**Upscale Magazine's Annual Mid-Summer Marketing Retreat  
at the Bronner Brothers International Hair Show  
August 6-8, 2010, Atlanta**



You are cordially invited to experience and familiarize yourself with the industry's premier African American marketing event, the 2010 Upscale Magazine's Annual Mid-Summer Marketing Retreat: The Bronner Brothers Marketing Conference and Hair Show taking place August 6-8, 2010 in Atlanta, Georgia.

Attendees at the conference will have the opportunity to meet and interact with some of the leading experts in marketing and research at the conference, to be held at the W Atlanta - Downtown and also be VIP guests at the Bronner Brothers Hair Show, including its legendary Barber Battle Competition, at the Georgia World Congress Center (GWCC).

The event program also includes a movie screening for "Night Catches Us" at Atlanta's Woodruff Arts Center, as well as the Bronner Brothers Comedy Show and Bronner Brothers Hair Show Church Service at the Georgia World Congress Center.

Speakers and panelists include experts from CVS, Super Valu, Dollar General, AT&T and Walmart as well as:

- Ken Smikle of Target Market News
- Kay Lucas of Carol H. Williams Advertising
- Pepper Miller of The Hunter-Miller Group
- Jay Forbes of Jay Forbes Web Design
- Yvette Moyo Gillard of MOBE & Real Men Cook®

Conference topics include:

- The \$400 Billion Opportunity - Understanding Black Women Consumers
- Digital Marketing to the African American Marketplace

- Cause Marketing: Introducing Program Initiatives to Help Fund Communities
- Marketing Opportunities in Business and Entertainment

And much, much more! (See full conference schedule below.)

The cost to attend is \$99. Conference is open to everyone.

**To register, contact Arianne Adams, Upscale Magazine, [aadams@upscalemagazine.com](mailto:aadams@upscalemagazine.com), 770-988-0015, ext. 216.**

**Location:**

W Atlanta, Downtown  
45 Ivan Allen Jr. Boulevard  
Atlanta, GA 30308

**About Upscale Magazine:**

*Upscale Magazine* provides business and entertainment news, health, beauty, and lifestyle information for African Americans. Visit [www.upscalemagazine.com](http://www.upscalemagazine.com).

**About Bronner Brothers:**

The Bronner Bros. Enterprise consists of Bronner Bros. Beauty Products which include BB, African Royale and NuExpressions product lines, UPSCALE Magazine and Bronner Bros. International Beauty and Trade Shows, among others. Visit [www.bronnerbros.com](http://www.bronnerbros.com).

**For registration and more information about the event, please contact Arianne Adams, Upscale Magazine, [aadams@upscalemagazine.com](mailto:aadams@upscalemagazine.com), 770-988-0015, ext. 216.**

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at the Bronner Bros. International Hair Show  
August 6-8, 2010, Atlanta**

Tentative Event Itinerary

\*\* Scheduled times and panels are subject to change \*\*

Friday, August 6, 2010

1:00pm – 5:00pm      Bronner Brothers Marketing Conference - W Hotel, Downtown Atlanta

**Panel 1: The \$400 Billion Opportunity - Understanding Black Women Consumers**

**Moderator**

Ken Smikle / Target Market News

**Panel Speakers**

Kay Lucas / Carol H. Williams Advertising  
Pepper Miller / The Hunter-Miller Group  
Sarah Lattimer / Lattimer Communications  
Greg Head / HEADFIRST Insights & Strategy

**Panel 2: Digital Marketing to the African American Marketplace**

**Moderator**

Ken Smikle / Target Market News

**Panel Speakers**

Erin Patton / TMG, Author of "Under The Influence"  
Shelley Rochester/ Glory Marketing  
Sheldon Smith/ Senior Analyst, Ogilvy & Mather

**Panel 3: Cause Marketing: Introducing Program Initiatives to Help Fund Communities**

**Moderator**

Jay Forbes

**Panel Speakers**

James Sturgis / Ahold  
Tracey Blakes / CVS  
Ralph Smith / Super Valu  
Denine Torr / Dollar General

**Panel 4: Marketing Opportunities in Business and Entertainment**

**Moderator**

Yvette Moyo Gillard/MOBE & Real Men Cook®

**Panel Speakers**

Regina Gaines / Brand Exposure  
Gwen Kelly / WalMart  
Tanya Hamilton / Screen Writer & Movie Director of "Night Catches Us"  
LaRonda Sutton / Foxx-King Entertainment

7:00pm – 8:00pm      Meet & Greet Reception – Woodruff Arts Center  
\*\*shuttle buses will pick you up in front of W. Hotel\*\*

8:00pm – 10:00pm      Movie Screening: "Night Catches Us" – Woodruff Arts Center

Saturday, August 7, 2010

10:00am – 7:00pm Exhibit Floor Opens: Bronner Brothers Hair Show  
\*\*Check in at VIP Booth in the Registration Area –GWCC\*\*

9:00pm – 11:30pm Bronner Brothers Comedy Show -GWCC

11:00pm – 2:00am Official Comedy Show After-Party -Omni Hotel

Sunday, August 8, 2010

8:30am – 10:30am Bronner Brothers Hair Show Church Service -GWCC

10:00am – 7:00pm Exhibit Floor Opens: Bronner Brothers Hair Show -GWCC

9:00pm – 11:30pm Bronner Brothers Barber Battle Competition -GWCC

11:00pm – 2:00am Official Barber Battle After-Party -Omni Hotel

About This Newsletter

Multicultural Marketing News, is published by Multicultural Marketing Resources, Inc. (MMR). For a free subscription to Multicultural Marketing News, sign up for MMR E-News at [www.multicultural.com](http://www.multicultural.com)

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