

From: MMRNews (Multicultural Marketing News) [mailto:MMRNews@multicultural.com]
Sent: Tuesday, March 23, 2010 9:57 AM
Subject: Multicultural Social Communications Forum, April 15, 2010, NYC: Moet Hennessey, J&J, Bank of NY, Southwest Air, interTrend, Essence



The Multicultural Social Communications Leadership Forum is an exclusive program that will attract senior multicultural brand marketers and communicators to explore the intersection of social media and multicultural marketing. 75 leaders will meet at NYU's midtown campus at Bryant Park on a regular basis to review the best case studies on how highly regarded brands connect with specific cultures, ethnicities and groups via social media and social networking.

For more information, including registration, please [click here](#) to visit the event website. Use promo code **MMR** before March 31st for a discounted rate of **\$175**.

Date: Thursday, April 15, 2010

Time: 8:30 a.m. - 12:30 p.m.

Location: New York University Midtown Campus; 11 West 42nd Street; New York, New York 10036

Registration Fee: \$195

Website: <http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=965cd63a-6d7d-4df1-8835-b785b9096290>

The event will cover the following questions:

- What are the best case studies of how leading brands use social media and social networking to achieve multicultural marketing and communications objectives?
- What is the difference between using social media for multicultural marketing and communications vs. general market marketing and communications?
- How do you deal with the cultural issues and language challenges when creating and implementing multicultural social campaigns?
- How do you integrate multicultural social programs into the enterprise marketing, communications and service platform?
- What are the best technologies/tools to help you listen, monitor, and engage specific cultures, ethnicities and groups via social media/social networking?
- How do leading brands organize themselves internally for multicultural social communications?
- What are the best examples of how multicultural brands protect and strengthen their reputation online?

The following speakers are confirmed:

- Noel Hankin, Senior Vice President, Multicultural Relations, Moet Hennessy USA
- Leandro Rohde, Director, Multicultural Marketing, Bank of New York
- Ajoy Mahtab, Director of Multicultural Marketing, Johnson & Johnson
- Olga Romero, Communications, Comunicaciones en Espanol, Southwest Airlines
- Jon Yokogawa, V.P. Consumer Engagement, interTrend Communications
- Cristy Clavijo-Kish, Senior Vice President, Multicultural Markets, PR Newswire
- Lesley Pinckney, General Manager, Essence.com
(A joint venture between Essence Communications and Telepictures Television, a subsidiary of the Warner Brothers Television Group)

We have limited opportunities for sponsors and speakers to participate in this program. Please contact Steve Etzler at setzler@bdionline.com or 212-765-8045 for additional information. For more information, including registration, please [click here](#) to visit the event website. Use promo code **MMR** before March 31st for a discounted rate of **\$175**.

About This Newsletter

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