

AGENDA

Multicultural Marketing Townhall
Friday, November 20, 2009
8:30am-4:00pm
Sale Hall Chapel, Morehouse College
Atlanta, Georgia

8:30a—9:00a

Registration and Breakfast

9:00a—9:45

Welcome

10:00a—11:15a

Panel Sessions I

Panel 1: Audience Seekers—New and Emerging Multicultural Media Developments (Blogging, Social Media, Social Networking) that Offer Innovation and Brand Impact

Panel 2: Audience Seekers—Ensuring Cultural Cues and Contextual Relevance from Strategy to Creative and Production

Panel 3: Audience Builders—Creating Audience Credibility Online and Off

Panel 4: Audience Builders—The Strength of Cross-Cultural Partnerships and Strategies

11:30a—1:00p

Lunch/Networking/Exhibition Hall

1:15p—2:30p

Panel Sessions II

Panel 5: Audience Builders— Understanding Media Planning and Buying

Panel 6: Audience Builders—Creating PR Opportunities that Benefit Your Audience Community and Your Advertisers

Panel 7: Audience Seekers—Multicultural Marketing: Impacting Business and the Bottom Line

Panel 8: Audience Seekers—Multicultural Marketing's Affect on Domestic and Global Media and Images

2:45p—3:45p

“Let's Talk About It” - General Session

In this interactive, open forum question and answer session a moderator will guide the discourse between media, marketing and communications experts and the townhall attendees. The forum will explore the challenges facing the industry; how media and marketing are affecting the world (domestically and globally) with the images we project - the good bad and ugly; and ways to positively impact the work we do, the communities we touch and the world in which we live.

3:45p—4:00p

Townhall Wrap-Up