



Hispanic Retail 360 Summit

Cutting Edge Tactics to Win the Latino Consumer

July 28-30, 2008 • InterContinental Miami • Miami, Florida

AGENDA

Monday, July 28, 2008

- 9:00 a.m. – Noon** **Registration Desk Open**
- 11:00 a.m. – 3:00 p.m.**
Front Door **Store Tour**
Buses leave hotel promptly at 11 am for tour of three or four Miami area retailers that successfully target Latino shoppers.
- Winn-Dixie
 - Publix Sabor
 - TBD
- 4:00 p.m.** **Registration Desk Reopens**
- Master of ceremonies: Armando Martin, former head of Multicultural Marketing, SuperValu, and columnist, Progressive Grocer**
- 4:30 p.m. – 5:30 p.m.** **Opening Keynote Address:**
“How Target Is Winning the Hispanic Shopper”
Greg Cunningham, Director, Multicultural Marketing, Target Stores
- 5:30 p.m. – 6:30 p.m.** *“Connecting the Brand to the Marketing Promise”*
Through intensive research, including consumer focus groups, The Home Depot has nurtured the Hispanic market for several years. The retailer has won the loyalty of this ideal segment of do-it-yourselfers because it has married its marketing message to an integrated merchandising and store operations strategy.
Lyne Castonguay, Vice President, Multicultural Merchandising & Marketing, The Home Depot
- Immediately following:** **Opening Reception for All Attendees**

Tuesday, July 29, 2008

- 7:30 a.m. – 8:30 a.m.** **Continental Breakfast
Product Showcase Open**
- 8:30 a.m. – 9:30 a.m.** **General Session 1:
“Advanced Insights Into the Hispanic Consumer”
Jose Espinosa, Senior Brand Manager, Hispanic, Coca-Cola**
- 9:30 a.m. – 10:30 a.m.** **General Session 2
“Are You Organized for Hispanic Market Success?”
In spite of ever-growing Hispanic market ad budgets, many companies fail to see an ROI and cease their programs after spending millions. Their failure often has nothing to do with not understanding the Hispanic culture or with Hispanics not having access to their products, their stores or the information they seek to make purchasing decisions. In analyzing why their Hispanic programs fail, management usually overlooks the little understood role of organizational structure in the success or failure of a company’s Hispanic market plan. In this session you will learn: the pros and cons of various organizational models of companies that market to Hispanics; why companies cycle through a number of models with mixed results; and what is at risk when the right organizational model is not in place.
Terry Soto, President, About Marketing Solutions, Inc.**
- 10:30 a.m. – 11:00 a.m.** **Break
Product Showcase Open**
- 11:00 a.m. – Noon** **General Session 3
“The Hispanic Retailing Best Practices Benchmarking Study”
Exclusive benchmarking study conducted by Si Change Consulting, Market Segment Group and Hispanic Retail 360 to help retailers and CPG companies move up the Hispanic Experience Curve and be more successful marketing to and serving Latino shoppers.
Gary Berman, President, Si Change Consulting
Valerie Shalom Berman, partner, Market Segment Research**
- Noon – 1:30 p.m.** **Lunch
Product Showcase Open**

CONCURRENT SESSIONS 1A-3A

1:30 p.m. – 2:30 p.m.

1A–Advertising & Marketing Track

Concurrent Session 1A
“Holiday Shopping Behavior”
From Mother’s Day to Black Friday,
how different are the holiday
shopping patterns among Hispanic
consumers? How does the level of
acculturation affect shopping
patterns? What are the major holiday
shopping events for this multi-
national and diverse population?
Manuel Delgado, President & CEO,
Agua Marketing

2A–Retailing Track

Concurrent Session 2A

3A–Consumer Insights Track

Concurrent Session 3A
“Latinization: How Latino Culture is
Transforming the U.S.”
Cristina Benitez, author, and founder,
Lazos Latinos

CONCURRENT SESSIONS 1B-3B

2:45 p.m. – 3:45 p.m.

1B–Advertising & Marketing Track

Concurrent Session 1B
“Latinos: At the Intersection of Social
Networks and Pop Culture”
Stephan Goldsand, Vice President,
Hey! Nielsen

2B–Retailing Track

Concurrent Session 2B
“Best Practices of Convenience Store
Retailers”
-- Jon Bratta, Development Manager,
Proprietary Brands, BP
-- Brad Eaton, Category Manager,
The Spinx Co.

3B–Consumer Insights Track

Concurrent Session 3B
“What Hispanics Buy”
Michelle Zwieg,
Nielsen Consumer Panel Services

CONCURRENT SESSIONS 1C-3C

4:00 p.m. – 5:00 p.m.

1C–Advertising & Marketing Track

Concurrent Session 1C

“Authentic Latin Flavors: Marketing Health Products to the Hispanic Consumer”

**-- Ruben Gonzalez, President,
OLE Advertising
-- Sylvia Melendez-Klinger,
Hispanic Food Communications**

2C–Retailing Track

Concurrent Session 2C

3C–Consumer Insights

Concurrent Session 3C

“Latina Shopper Insights”

How do you identify opportunities to better appeal to Latina shoppers? How does her shopper behavior differ from non-Hispanic shoppers? Is it demographics? Is it cultural? How do we adopt a strategy of inclusion vs. a strategy of exclusion – ensuring all our shoppers are welcomed? The answers are in the largest Hispanic shopper study ever completed!

**-- Alan Edelstein, Shopper Marketing, Center of Excellence, Johnson & Johnson
-- Derene Allen, Managing Partner, Santiago Solutions Group**

5:00 p.m. – 6:30 p.m.

Cocktail Reception in Product Showcase Area – All attendees welcome.

Wednesday, July 30, 2008

7:30 a.m. – 8:30 a.m.

**Continental Breakfast
Product Showcase Open**

8:30 a.m. – 9:15 a.m.

Day Two Keynote Address

9:15 a.m. – 9:45 a.m.

Presentation of 2008 Hispanic Retail Excellence Awards

CONCURRENT SESSIONS 1D-3D

9:45 a.m. – 10:45 a.m.

1D–Advertising & Marketing Track

Concurrent Session 1D

“Latinos: At the Intersection of Social Networks and Pop Culture”

Stephan Goldsand, Vice President,
Hey! Nielsen

2D–Retailing Track

Concurrent Session 2D

“Best Practices of Convenience Store Retailers”

-- Jon Bratta, Development Manager,
Proprietary Brands, BP
-- Brad Eaton, Category Manager,
The Spinx Co.

3D–Consumer Insights Track

Concurrent Session 3D

“What Hispanics Buy”

Michelle Zwieg,
Nielsen Consumer Panel Services

CONCURRENT SESSIONS 1E-3E

10:55 a.m. – 11:55 p.m.

1E–Advertising & Marketing Track

Concurrent Session 1E

“Authentic Latin Flavors: Marketing Health Products to the Hispanic Consumer”

-- Ruben Gonzalez, President,
OLE Advertising
-- Sylvia Melendez-Klinger,
Hispanic Food Communications

2E–Retailing Track

Concurrent Session 2E

3E–Consumer Insights Track

Concurrent Session 3E

“Latinization: How Latino Culture is Transforming the U.S.”

Cristina Benitez, author, and founder,
Lazos Latinos

12:00 p.m. – 1:00 p.m.

Closing Address:

“Marketing to the Hispanic Generational Crossover”

This session presents a completely new analysis of Latin segments. These new segments provide an excellent understanding not just of acculturation, but of how the length of time in country affects the way companies should position their products for Latinos.

Isabel Valdes, author and President
IVC