



Hispanic Retail 360 Summit

Cutting Edge Tactics to Win the Latino Consumer

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

AGENDA

To help you plan your schedule, this symbol  indicates sessions that are presented twice.

Monday, July 28, 2008

9:00 a.m. – Noon

1:30 p.m. – 6:30 p.m.

Mezzanine Registration
Counters

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
- Sedano's

Master of Ceremonies: Armando Martin, former head of Multicultural Marketing, SuperValu, and columnist, *Progressive Grocer*

4:30 p.m. – 5:30 p.m.

Grand Ballroom

Opening Keynote Address:

“How Target Is Winning the Hispanic Shopper”

How Target is connecting its brand with the Hispanic consumer audience using lifestyle and cultural relevance. Learn how Target is making an impact with the fastest growing consumer segment by connecting with them across their common passion points and influences. Learn how to differentiate Hispanic consumers from their mainstream counterparts, gain real insights, and walk away with a better understanding of how Target reaches the Hispanic market through effective marketing strategies.

- **Greg Cunningham, Director, Multicultural Marketing, Target Stores**

5:30 p.m. – 6:30 p.m.
Grand Ballroom

“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:
Mezzanine

Opening Reception for All Attendees

Tuesday, July 29, 2008

7:00 a.m. – 6:30 p.m.
Mezzanine Registration
Counters

Registration Desk Open

7:30 a.m. – 8:30 a.m.
Mezzanine

Continental Breakfast
Product Showcase Open

8:30 a.m. – 9:30 a.m.
Grand Ballroom

General Session 1:

“Advanced Insights Into the Hispanic Consumer”

- **Jose Espinoza, Director of Commercialization and Customer Programming Multicultural Markets, Strategic Marketing, Coca-Cola North America**

9:30 a.m. – 10:30 a.m.
Grand Ballroom

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.;**
Author of “Marketing to Hispanics: A Strategic Approach to Assessing and Planning Your Initiative”
- **Daniel Herrera, Marketing Director, Food Lion**

Book Signing – Terry Soto will be available in the Product Showcase area to sign your copy of her book “Marketing to Hispanics: A Strategic Approach to Assessing and Planning Your Initiative” immediately following this session.

10:30 a.m. – 11:00 a.m.
Mezzanine

Break
Product Showcase Open

11:00 a.m. – Noon
Grand Ballroom

General Session 3
“The Hispanic Retailing Best Practices Benchmarking Study”
Exclusive benchmarking study using the “Justapositioning” approach, conducted by Sí 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, Sí Change Consulting**
- **Valerie Shalom Berman, Partner, Market Segment Research**

Noon – 1:30 p.m.
Mezzanine

Lunch
Product Showcase Open

CONCURRENT SESSIONS 1A-3A

1:30 p.m. – 2:30 p.m.

1A–Advertising & Marketing Track
Grand Ballroom

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
Theater

Concurrent Session 2A
“Hispanic Merchandising Strategy in Specialty Retail”
The specialty retail sector has specific and targeted needs within its in-store environment. The specific brand personality, merchandising philosophy and targeted cultural identify need to be presented in a unified voice to the consumer. General Nutrition Centers will be used as a case study in this discussion.

- **Gregory Smith, President, GS Retail Services**
- **Ines Cortes, Director, Hispanic Merchandising GS Retail Services**

3A–Consumer Insights Track
Chopin Ballroom

 **Concurrent Session 3A**
“Latinization: How Latino Culture is Transforming the U.S.”
The indisputable evidence of Latino growth and influence is not being ignored, but are companies truly maximizing their communication, branding and marketing to this dynamic multi-segmented

consumer? Latinization...How Latino Culture is Transforming the United States, goes beyond the numbers, statistics and facts to the heart and soul of Latinos where emotional decisions are made. It takes a look at those cultural influences that Latinos value and that are becoming part of the U.S. mainstream. Most importantly it points to areas where the retailer can make stronger connections to the consumer.

- **Cristina Benitez, author, and founder, Lazos Latinos**

Book Signing – Cristina Benitez will be available in the Product Showcase area to sign your copy of her book during tonight's cocktail reception.

CONCURRENT SESSIONS 1B-3B

2:45 p.m. – 3:45 p.m.

1B–Advertising & Marketing Track
Grand Ballroom

Concurrent Session 1B



“Advanced Marketing to the Latino Market”

Using case studies demonstrating how other companies have proven that investing in the Hispanic market pays huge dividends, a leading innovator in the development of database marketing will illustrate how to convert market intelligence into intelligent marketing, then to business advantage.

- **Cesar M. Melgoza, co-founder and Managing Partner, Latin Force Group LLC**

2B–Retailing Track
Theater

Concurrent Session 2B



“Best Practices of Convenience Store Retailers”

- **Jon Bratta, Development Manager, Proprietary Brands, BP**
- **Nicolas Medina, Speedpass Manager – Global Pricing, ExxonMobil Fuels Marketing Co.**

3B–Consumer Insights Track
Chopin Ballroom

Concurrent Session 3B

“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**
- **Carlos Santiago, CEO and President, Santiago Solutions Group and Santiago ROI**

CONCURRENT SESSIONS 1C-3C

4:00 p.m. – 5:00 p.m.

1C–Advertising & Marketing Track
Grand Ballroom**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
Theater**Concurrent Session 2C*****“How Retailers Can Use Multichannels (Web, Mobile, In-store) to Connect with Hispanics”***

Retailers will hear creative strategies and proven best practices for effectively reaching Hispanics via integrated digital marketing campaigns spanning banners, email, mobile, contests, search marketing and lead generation – driving more Hispanic customers to their websites and into their stores. Presentation includes real-world best practices from retailers like Best Buy and Advance Auto Parts that retailers can start using today to build their brand, drive customer engagement and boost sales among Hispanics. Alicia will share surprising findings from Consorte Media's online research and retailers will find out how to plan digital campaigns and analyze their effectiveness, pinpointing tactics that resonate with diverse sub-segments of the Hispanic population.

- Alicia Morga, CEO, Consorte Media
- Jeff Weness, Director, Store Experience, Best Buy Co.

3C–Consumer Insights Track
Chopin Ballroom**Concurrent Session 3C*****“Honey, We Acculturated the Kids: The Influence of Household Composition on Buying Behavior”***

In this session we will take a close look at the make up of the Hispanic household in America, how it differs from the general market and how it has changed over time. We will seek to understand how key variables that are commonly used to measure acculturation, language use, time in country, birthplace, etc. actually impact purchasing behavior.

- Michelle Zweig, Vice President, Nielsen Consumer Panel Services
- Doug Anderson, Executive Vice President, Research & Development, Nielsen Consumer Panel Services

5:00 p.m. – 6:30 p.m.
Mezzanine

Cocktail Reception in Product Showcase Area – All attendees welcome.

Book Signing – Cristina Benitez and Isabel Valdes will be available in the Product Showcase area to sign your copy of their books during tonight's cocktail reception.

Wednesday, July 30, 2008

7:00 a.m. – Noon
Mezzanine Registration
Counters

Registration Desk Open

7:30 a.m. – 8:45 a.m.
Mezzanine

Continental Breakfast
Product Showcase Open

8:45 a.m. – 9:30 a.m.
Grand Ballroom

Presentation of 2008 Hispanic Retail Excellence Awards

CONCURRENT SESSIONS 1D-3D

9:45 a.m. – 10:45 a.m.

1D–Advertising & Marketing Track
Grand Ballroom

Concurrent Session 1D



“Advanced Marketing to the Latino Market”

Using case studies demonstrating how other companies have proven that investing in the Hispanic market pays huge dividends, a leading innovator in the development of database marketing will illustrate how to convert market intelligence into intelligent marketing, then to business advantage.

- César M. Melgoza, co-founder and Managing Partner, Latin Force Group LLC

2D–Retailing Track
Theater

Concurrent Session 2D



“Best Practices of Convenience Store Retailers”

- Jon Bratta, Development Manager, Proprietary Brands, BP
- Nicolas Medina, Speedpass Manager – Global Pricing, ExxonMobil Fuels Marketing Co.

3D–Consumer Insights Track
Chopin Ballroom

Concurrent Session 3D



“Honey, We Acculturated the Kids: The Influence of Household Composition on Buying Behavior”

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time in country, birthplace, etc. actually impact purchasing behavior.

- **Michelle Zweig, Vice President, Nielsen Consumer Panel Services**
- **Doug Anderson, Executive Vice President, Research & Development, Nielsen Consumer Panel Services**

CONCURRENT SESSIONS 1E-3E

10:55 a.m. – 11:55 a.m.

1E–Advertising & Marketing Track
Grand Ballroom

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
Theater

Concurrent Session 2E


 ***“How Retailers Can Use Multichannels (Web, Mobile, In-store) to Connect with Hispanics”***

Retailers will hear creative strategies and proven best practices for effectively reaching Hispanics via integrated digital marketing campaigns spanning banners, email, mobile, contests, search marketing and lead generation – driving more Hispanic customers to their websites and into their stores. Presentation includes real-world best practices from retailers like Best Buy and Advance Auto Parts that retailers can start using today to build their brand, drive customer engagement and boost sales among Hispanics. Alicia will share surprising findings from Consorte Media's online research and retailers will find out how to plan digital campaigns and analyze their effectiveness, pinpointing tactics that resonate with diverse sub-segments of the Hispanic population.

- **Alicia Morga, CEO, Consorte Media**
- **Jeff Weness, Director, Store Experience, Best Buy Co.**

3E–Consumer Insights Track
Chopin Ballroom

Concurrent Session 3E

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

The indisputable evidence of Latino growth and influence is not being ignored, but are companies truly maximizing their communication, branding and marketing to this dynamic multi-segmented consumer? Latinization...How Latino Culture is Transforming the United States, goes beyond the

numbers, statistics and facts to the heart and soul of Latinos where emotional decisions are made. It takes a look at those cultural influences that Latinos value and that are becoming part of the U.S. mainstream. Most importantly it points to areas where the retailer can make stronger connections to the consumer.

- **Cristina Benitez, author and founder, Lazos Latinos**

12:00 p.m. – 1:00 p.m.
Grand Ballroom

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**

Book Signing – On Tuesday, Isabel Valdes will be available in the Product Showcase area to sign your copy of her book during the second hour of the cocktail reception. She also will sign copies immediately after this closing address.