

Cross-Cultural, Targeted — or Neither?

Discover the Right Approach to Engage Hispanics

Hispanics Represent 25% of the Population in the Top 15 U.S. Markets

As organizations continue to recognize that U.S. Latinos are no longer a niche market, there is a need to evaluate and adapt growth strategies to engage equally with Hispanics vs. other audiences. Three approaches have emerged to address this challenge:

1. Relying on the Hispanic reach of mainstream initiatives;
2. Giving a more culturally-diverse flavor to mainstream initiatives; and
3. Developing specific initiatives to meet the needs of Hispanics.

This session will discuss examples of each of the approaches and provide a framework to determine which of the three approaches is the best fit for your organization. Come prepared to contribute your experiences and leave with practical guidelines that you can apply.



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www.linkedin.com/in/szdiaz

Sandra Diaz

Sandra Diaz, founder of DIAZ & CO., advises corporations on how to increase sales and market share by meeting the unique needs of U.S. Hispanics and other ethnic groups. Drawing on over 15 years of experience as a marketing executive at Citibank, Sears, L'Oréal, Sara Lee, and Colgate-Palmolive plus a Kellogg MBA, Sandra delivers targeted insights, strategic solutions, execution management, and business training that equips DIAZ & CO. clients to effectively capitalize on U.S. multicultural market growth.

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Networking 6pm | Presentation 7pm

32 Court Street, 20th Floor | Brooklyn, NY 11201
718-802-9010 | www.eriksen.com

RSVP to Jennifer.Murphy@eriksen.com by September 9



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