

MULTICULTURAL MATTERS:

Need-to-know insights and trends for marketing to the Hispanic and LGBTQ+ Communities






FEATURING SPECIAL PRESENTATIONS FROM



ARIZONA HISPANIC
CHAMBER of COMMERCE



Tuesday, February 22, 2022

-
- 12:00PM** **Welcome**
Alec Esteban Thomson | Multicultural + Public Service Marketing Director, LAVIDGE 
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- 12:05PM** **Key insights on Hispanic consumers and business owners that will improve your marketing strategy**
Monica Villalobos | President & CEO, Arizona Hispanic Chamber of Commerce 
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- 12:15PM** **Understanding the LGBTQ+ and ally consumer and why inclusion matters for your business and marketing strategy**
Angela Hughey | President, ONE Community 
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- 12:25PM** **Communicating across cultures and intersectionality**
Monica Villalobos | President & CEO, Arizona Hispanic Chamber of Commerce
Angela Hughey | President, ONE Community
Alec Esteban Thomson | Multicultural + Public Service Marketing Director, LAVIDGE 
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- 12:35PM** **Applying data, culture, truth, and insight to marketing content and strategy**
Sean Rogers | Client Services Director, LAVIDGE
Mara Margaiilan | Producer
Megan Wahl | Associate Director, LAVIDGE
Alec Esteban Thomson | Multicultural + Public Service Marketing Director, LAVIDGE 
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- 12:50PM** **Questions + Next Steps**
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- 1:00PM** **Program Concludes**