FOR IMMEDIATE RELEASE

FIU’S COLLEGE OF BUSINESS ADMINISTRATION AND NATIONAL HISPANIC CORPORATE COUNCIL
HOST HISPANIC MARKETING SYMPOSIUM
“Planning Today for a Different Future” June 16 -18

WHO/WHAT: Planning Today for Different Future,” a three-day symposium featuring sessions focusing on the latest trends in various areas of Hispanic marketing and on what marketing to this multi-segmented sector will entail in the future. Prominent guest speakers and panel experts will address the dynamics of this growing market and forecasts for doing business within it in the year 2015.

Some prominent guest speakers and panel participants include:
- Jorge del Pinal, assistant division chief, special population statistics, U.S. Census Bureau
- Sonia Maria Green, director of Hispanic marketing, General Motors Corp.
- Rick Marroquin, director of marketing, McDonalds
- Paul Mendieta, director of Hispanic marketing, Coors Brewing Company
- Robert Suro, director, Pew Hispanic Center
- Dr. Peter Dickson, Knight Ridder eminent scholar in Global Marketing and professor of marketing at Florida International University.

WHEN: June 16-18, 2004 – for more information on specific sessions, contact the National Hispanic Corporate Council, 703-807-5137, or visit www.nhcc-hq.org

WHERE: Hilton Miami Airport Hotel

COST: Registration fees, outlined below, include breakfast, lunch, refreshments, reception and conference materials:

NHCC members:
First representative -$1,500 each
Additional representatives from same company - $1,000 each

Non-NHCC members:
First representative -$2,000 each
Additional representatives from same company - $1,500 each

EDITOR’S NOTE: Please contact Elizabeth Romero or Sandra Fine at 954-964-9098 to confirm attendance or to schedule an interview.