

# IM INTERNATIONAL MARKETING, LLC

## Cross-Cultural Understanding in the Latino Community

### **Innovative Multicultural Marketing Research & Communications**

#### **What others have to say about Claudio**

*"We were impressed with Claudio's expertise and in-depth analysis when researching opportunities for our expansion into new markets. With Claudio's assistance, we were able to obtain a substantial amount of competitive and industry specific knowledge that otherwise would have been difficult if not impossible to achieve."*

*-Maureen Newman  
Vice President Diversified  
Markets*



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As an innovative multicultural marketer, Claudio has created solutions for companies and non-for-profit organizations targeting Latin American and US Hispanic consumers.

**The Hospice industry is actively pursuing the US Hispanic community to provide care giving services. However, marketers from this industry are confronted by cultural issues affecting their outreach initiatives.**

**Learn about the Latino culture and its distinct ways for embracing end-of-life care giving.**

**Hear best practices that incorporate cultural cues and how they are translated into an effective outreach program.**

**Date: April 27, 2009**

**Time: 2:30 PM**

**Location: Tan-Tar-A-Resort (Lake of the Ozarks)**

**State Road KK 188TT**

**Osage Beach, MO 65065**

**For reservation, contact LeeAnn Ball at 573-634-7772**