



**International
Marketing, LLC**

Innovative Multicultural Marketing Research & Communications

Hispanic Marketing for the Banking and Financial Industries

Learn about:

- Hispanic consumer demographics and purchasing power in Missouri and Kansas
- The Hispanic-owned small business sector in Missouri and Kansas and how much they generate in annual revenues

Understand:

- The difference between Latino and Hispanic and the impact the terms have on your advertising strategy
- The potential of in-culture Hispanic advertising versus material translation
- What factors influence financial buying decisions in Hispanic consumers and business owners

Find out how to:

- Connect, engage and sell to the Hispanic community
- Develop long-term relationships with the Hispanic community
- Improve customer satisfaction by incorporating culturally sound strategies

AUGUST 28, 2008 2-5 PM KANSAS CITY PUBLIC LIBRARY

Who should attend?

- Marketing VPs, Directors and Managers
- Retail and Small Business Sales Executives
- Strategic Planning and Business Development Executives
- Research Managers
- Consumer Relationship Managers
- Call Center Managers
- Customer Service Managers

To Register, Visit:

www.imintl.net/home/seminars.asp

Date: 8-28-08

Time: 2:00 to 5:00 PM

Location: Kansas City Public Library

14 W 10th Street, Kansas City, MO 64105

Cost: \$88.00