

# Hispanic PR & Social Media Conference Schedule

Master Schedule, May 10-12, 2010 (last updated May 7, 2010)

For the latest schedule changes be sure to visit [HispanicPRConference.com](http://HispanicPRConference.com)

Monday, May 10, 2010			
San Antonio Room			
Time	OPENING NIGHT RECEPTION & NETWORKING		
6:30-8:30 PM	ANNOUNCEMENT OF THE RESULTS OF THE HISPANIC PR CENSUS( Sponsored by RL Public Relations)		
7:00-7:20 PM	The Context of Diversity in PR: A Latina's Journey		
	Speaker: ROSANNA FISKE, CEO and CHAIR ELECT, PUBLIC RELATIONS SOCIETY OF AMERICA		
	Co-presented by Hispanic Public Relations Association and the Public Relations Society of America		
Tuesday, May 11, 2010			
Time	General Session Meeting Room	Session Room D2	Session Room D3
	<i>Breakfast: Presented by The Jeffrey Group</i>		
7:30-7:45 AM	OPENING REMARKS	No Session Scheduled	No Session Scheduled
	MANNY RUIZ, CONFERENCE ORGANIZER, PUBLISHER OF THE HISPANIC PR BLOG AND PAPIBLOGGER		
7:50 AM	Keynote: I Know You Want Me...But It Takes More Than An Accent to Get Me (PRESENTED BY THE JEFFREY GROUP)	No Session Scheduled	No Session Scheduled
	MIKE FERNANDEZ, VICE PRESIDENT OF PUBLIC AFFAIRS, STATE FARM		
9:00 A M	Meet the Blogueras: A Roundtable with some of the Nation's leading Latina Bloggers (PRESENTED BY SONY ELECTRONICS)	Zune Case Study	No Session Scheduled

	MARISA TREVINO, PRESIDENT/PUBLISHER, LATINA LISTA	JOSE PINERO, DIRECTOR OF COMMUNICATIONS FOR TV, VIDEO AND MUSIC DIVISION, MICROSOFT CORPORATION	
	CINDY CASARES, MANAGING EDITOR, GUANABEE.COM	<b>MODERATOR:</b> Romina Bongiovanni, VICE PRESIDENT, EDELMAN MULTICULTURAL	
	RORY LASSANSKE, BLOGGER-IN- CHIEF, MAMA CONTEMPRANEA.COM		
	ROSA ALONSO, FOUNDER/CEO, MYLATINOVOICE.COM		
	<b>MODERATOR:</b> YANKA BURGOS, VICE PRESIDENT, RL PUBLIC RELATIONS		
<b>10:00 AM</b>	<b>Experiential Marketing: How to Successfully Engage Latinos One-to- One</b>	<b>No Session Scheduled</b>	<b>Verizon 'My Fabulous Quinces' Case Study</b>
	RALPH PANIAGUA, PRESIDENT, R. PANIAGUA, INC.		CHRISTINA GONZALEZ, ASSOCIATE DIRECTOR, MULTICULTURAL MARKETING, VERIZON
	SASKIA SORROSA, SENIOR DIRECTOR, U.S. HISPANIC MARKETING, NBA		BRIAN OSUNA, WEST AREA MARKETING, VERIZON
	EDUARDO CARVACHO, SENIOR DIRECTOR OF HISPANIC SALES AND MARKETING, FC DALLAS		<b>MODERATOR:</b> Yanka Burgos, RL PUBLIC RELATIONS
	<b>MODERATOR:</b> MARCO LOPEZ, SENIOR DIRECTOR HISPANIC GROUP, RELAY WORLDWIDE		
<b>11:15AM</b>	<b>COFFEE BREAK ON SHOW FLOOR</b>		
<b>11:45 AM</b>	<b>LUNCH: Presented by McDonald's</b>		
<b>12:00 PM</b>	<b>Lunch Keynote:</b>		
	<b>WILLIAM WHITMAN, JR., VICE PRESIDENT OF U.S. COMMUNICATIONS FOR McDONALD'S</b>		

1:30 PM	The ART (Authenticity, Relevance and Truth) of Marketing to Latino Youth	A Review of Key Issues and Trends Every Marketer Needs to Know about Hispanic Social Media	Everything you Need to Know About Partnering with and Maximizing your use of Hispanic Spokespersons (PRESENTED BY VPE PUBLIC RELATIONS)
	FRED SOTELO, CHAIRMAN AND CEO, TOLTEC MEDIA	JOSE VILLA, PRESIDENT, SENSIS	DIANE MEJIA-JONES, LATIN WORLD ENTERTAINMENT
	<b>MODERATOR:</b> ERIC BACA, EDITOR, LATINO LEADERS MAGAZINE	TOMAS CUSTER, PUBLISHER, HISPANICTIPS.COM	ANNA GARCIA, ACCOUNT SUPERVIOR, VPE PUBLIC RELATIONS
		PAUL RAND, PRESIDENT OF THE WORD OF MOUTH MARKETING ASSOCIATION (WOMMA) AND CEO OF THE ZOCALO GROUP	<b>MODERATOR:</b> Cristina Alfaro, COMMUNICATIONS MANAGER, MCDONALDS
		<b>MODERATOR:</b> Stephen Chavez, HISPANIC MARKETING CONSULTANT	
3:00PM	Diversity in America: A Moral and Strategic Imperative that Must and Can be Fixed (PRESENTED BY THE AXIS AGENCY)	No Session Scheduled	RX for Spanish-language Web sites: A Case Study on How UnitedHealthcare is leveraging its new Spanish-language Web site as a powerful social media tool
	ROSANNA FISKE, CEO and CHAIR ELECT, PUBLIC RELATIONS SOCIETY OF AMERICA		JOSE VILLA, PRESIDENT, SENSIS
	GLENN LLOPIS, CHAIRMAN, CENTER FOR HISPANIC LEADERSHIP		RUSSELL A. BENNETT, VICE PRESIDENT OF LATINO HEALTH SOLUTIONS, UNITED HEALTHCARE
	BERNADETTE MORRIS, PRESIDENT/CEO OF BLACK PR WIRE and SONSHINE COMMUNICATIONS		
	DORIS AGUIRRE, DCA PROFESSIONAL SEARCH		
	<b>MODERATOR:</b> Armando Azarloza, PRESIDENT, THE AXIS AGENCY		
4:00 PM	COFFEE BREAK ON SHOW FLOOR		

4:15-5:30 PM	Spectacular strategies to create powerful Hispanic CSR programs that drive results and lead to long-term brand loyalty (PRESENTED BY THE AXIS AGENCY)	Are Hispanics More Social?	No Session Scheduled
	MIKE FERNANDEZ, VICE PRESIDENT OF PUBLIC AFFAIRS FOR STATE FARM	LEE VANN, PRESIDENT, CAPTURA GROUP	
	MINDY FIGUEROA, PRESIDENT, Latin2Latin Marketing+Communications on behalf of Scholastic		
	MELISSA RICHARDSON BANKS, PRESIDENT, CAUSE CONNECT		
	<b>MODERATOR:</b> Aymee Zubizarreta, PUBLIC RELATIONS MANAGER, STATE FARM		
6:30 PM	<b>NETWORKING DINNER</b> (Presented by co-title conference sponsor Fleishman-Hillard and PapiBlogger)		
	<b>DINNER GUEST SPEAKER:</b> Comedic look at the world of Hispanic public relations/marketing by Hollywood comedian, screenwriter and playwright RICK NAJERA		
8:30-10:30 PM	<b>OFF SITE AFTER PARTY - Joyce Lounge, 723 N. Pearl Street, Dallas, TX 75201</b>		

## Wednesday, May 12, 2010

Time	General Session Room 1	Session Room 2	Session Room 3
7:30-7:45 AM	INTRODUCTORY REMARKS	No Session Scheduled	No Session Scheduled
	DAVID HENRY, PRESIDENT OF HPRA NEW YORK CHAPTER AND PRESIDENT OF TELENOTICIAS		

7:30 AM	<b>Breakfast Keynote: Building Digital Expertise To Win With Hispanics (Sponsored by The Axis Agency)</b>		
	<i>RUDY RODRIGUEZ, DIRECTOR OF MULTICULTURAL MARKETING, GENERAL MILLS</i>		
9:00 A M	<b>In An Era When Salsa Outsell Catsup, Whatcha Gonna Do About It?</b>	<b>Cause Marketing en Español: Lessons from the Hit 'Go Red" and "Conozca Su Corazon' Campaigns of the American Heart Association</b>	<b>No Session Scheduled</b>
	RUDY RODRIGUEZ, DIRECTOR OF MULTICULTURAL MARKETING, GENERAL MILLS	PATRICIA BEATTY-GONZALEZ, DIRECTOR OF CAUSE COMMUNICATIONS, AMERICAN HEART ASSOCIATION	
	JOHN GREEN, DIRECTOR OF STRATEGIC MARKETING, NATIONAL PORK BOARD	DR. ANA NOGALES, FOUNDER OF NOGALES PSYCHOLOGICAL COUNSELING, INC. AND CLINICAL DIRECTOR OF CASA DE LA FAMILIA	
	<b>MODERATOR:</b> Deborah Charnes, VICE PRESIDENT AND MANAGING DIRECTOR OF PUBLIC RELATIONS, BROMLEY COMMUNICATIONS	<b>MODERATOR:</b> JOHN ECHEVESTE, PRINCIPAL, VPE PUBLIC RELATIONS	
10:00 AM	<b>The Gold Standard of Measuring ROI for Your Hispanic PR and Social Media Marketing Campaigns</b>	<b>No Session Scheduled</b>	<b>PR vs. Advertising: A Frank Discussion About Which Discipline is Best Suited to Lead Hispanic Social Media Initiatives and Why</b>
	CARLOS SANTIAGO, PRESIDENT AND CHIEF STRATEGIST FOR SANTIAGO ROI		LORENZO LOPEZ, DIRECTOR OF CORPORATE COMMUNICATIONS, WAL-MART
	JORGE DIAZ DE VILLEGAS, SENIOR VICE PRESIDENT AND CO-CHAIR, FH HISPANIA AND GENERAL MANAGER, FH MIAMI		ARMANDO AZARLOZA, PRESIDENT, THE AXIS AGENCY

	CRISTY CLAVIJO-KISH, SENIOR VICE PRESIDENT OF MULTICULTURAL MARKETS, PR NEWSWIRE		PAUL RAND, PRESIDENT OF THE WORD OF MOUTH MARKETING ASSOCIATION (WOMMA) AND CEO OF THE ZOCALO GROUP
	<b>MODERATOR:</b> DAVID HENRY, PRESIDENT, TELENOTICIAS AND PRESIDENT OF THE NEW YORK CHAPTER OF THE HISPANIC PUBLIC RELATIONS ASSOCIATION		<b>MODERATOR:</b> Deborah Charnes, VICE PRESIDENT AND MANAGING DIRECTOR OF PUBLIC RELATIONS, BROMLEY COMMUNICATIONS
11:15AM	<b>No Session Scheduled</b>	<b>MLS SOCCER CASE STUDY</b>	<b>Hispanics Beyond Broadband – Leveraging video and Web 2.0 to facilitate online conversations (Sponsored by PR Newswire)</b>
		MARISABEL MUNOZ, DIRECTOR OF INTERNATIONAL COMMUNICATIONS, MAJOR LEAGUE SOCCER (MLS) AND SOCCER UNITED MARKETING (SUM)	MANNY SANTOS, DIRECTOR, MULTIVU LATINO
11:45 AM	<b>COFFEE BREAK ON SHOW FLOOR</b>		
12:00 PM	<b>NETWORKING LUNCH (PRESENTED BY VPE Public Relations)</b>		
	<b>SURPRISE GUEST SPEAKER TO BE ANNOUNCED</b>		
1:30 PM	<b>Success Stories of the Hispanic Social Marketing Pioneers</b>	<b>Meet the Blogueros: A Roundtable Discussion with the Top Guys in Social Media</b>	<b>No Session Scheduled</b>
	ANDREW HERRERA, FOUNDER/CEO, REMEZCLA.COM	TOMAS CUSTER, PUBLISHER, HISPANICTIPS.COM	
	PATRICIA BEATTY GONZALEZ, DIRECTOR OF CAUSE COMMUNICATIONS, AMERICAN HEART ASSOCIATION	ARIEL CORO, PUBLISHER, TU TECNOLOGIA	
	JOSE PINERO, DIRECTOR OF COMMUNICATION FOR TV, VIDEO AND MUSIC DIVISION, MICROSOFT CORPORATION	MANNY RUIZ, PUBLISHER, HISPANIC PR BLOG	
	<b>MODERATOR:</b> Romina Bongiovanni, VICE PRESIDENT, EDELMAN MULTICULTURAL	RUDY RUIZ, PUBLISHER OF REDBROWNANDBLUE AND PRESIDENT OF INTERLEX	

		<b>MODERATOR:</b> JON BYINGTON, ACCOUNT SUPERVISOR, FLEISHMAN-HILLARD and PUBLISHER OF DOSLIVES.COM	
<b>3:00PM</b>	<b>Diversity Forum on How to Help Hispanic Media Cover Issue of Structural Racism (Presented by the Kellogg Foundation)</b>	<b>Practical Case Study Insights on the Do's and Don't of Hispanic Social Media Measurement</b>	<b>No Session Scheduled</b>
	CLARA PADILLA, PRESIDENT, NATIONAL ASSOCIATION OF HISPANIC PUBLICATIONS (NAHP)	CARLOS SANTIAGO, PRESIDENT AND CHIEF STRATEGIST FOR SANTIAGO ROI	
	JIM ESTRADA, FOUNDER, ESTRADA COMMUNICATIONS	STEPHANIE NOBLE, CEO, PADEN NOBLE CONSULTING	
	SERGIO SALMERON, DIRECTOR OF DEVELOPMENT FOR THE HISPANIC COLLEGE FUND	SUZANNE CORDERO, HISPANIC WESTERN REGION MANAGER, EDELMAN DIGITAL	
	DR. RAMONA HOUSTON, CEO OF KALIRAH, INC.	<b>MODERATOR:</b> GABY ALBAN, CO-FOUNDER AND CHIEF OPERATING OFFICER, CONEXION	
	<b>MODERATOR:</b> Robert Bard, PUBLISHER, LATINASTYLE MAGAZINE		
<b>4:00 PM</b>	<b>Your Ultimate Guide to Scoring Great Coverage with traditional, broadcast and online Hispanic Media (PRESENTED BY TELENOTICIAS)</b>	<b>No Session Scheduled</b>	<b>No Session Scheduled</b>
	MANNY RUIZ, CO-PUBLISHER, HISPANIC PR BLOG & PAPIBLOGGER		
	OLGA ROMERO, HISPANIC MEDIA RELATIONS SPECIALIST AND SPOKESPERSON, SOUTHWEST AIRLINES		

	<b>MODERATOR:</b> David Henry, PRESIDENT, TELENOTICIAS AND PRESIDENT OF THE NEW YORK CHAPTER OF THE HISPANIC PUBLIC RELATIONS ASSOCIATION		
<b>6:00 PM</b>	<b>CONFERENCE CONCLUDES</b>		