

WEDNESDAY, APRIL 6, 2011

TIME	Social Media Room	PR Room 1	PR Room 2
11:30 a.m. - 1 p.m.	Opening Day Luncheon for Bloggers		
1 - 5 p.m.	Half-Day Blogger Training: How to Transform Yourself Into the Ultimate Latino Brand Ambassador	Half-Day Training: Hispanic PR & Social Media Boot Camp for Non-Profits	
1-2:30 p.m.			Hispanic Media Relations in 2011: What You Need to Know to Get Your Stories Placed in Traditional Media
2:35-4:35 p.m.			Communispace's Hispanic Identity Project: Understanding and Tapping into the U.S. Hispanic Market Via Private Online Communities
4:35-5:45 p.m.			Marketing to 'Gaytinos'
6:30-8:30 p.m.	Opening Night Reception - Poolside at Hollywood Renaissance		

THURSDAY, April 7, 2011

TIME	Social Media Room	PR Room 1	PR Room 2
7:30-7:45 a.m.	OPENING REMARKS - Manny Ruiz, Hispanicize		
7:50-8:55 a.m.	Breakfast Keynoter		
9-10 a.m.	The Rules of Engagement: How to Effectively Collaborate With Bloggers and Groups of Bloggers	The U.S. Census Count: The Amazing Marketing Story Behind It and What the Results Reveal about Hispanics (1 hr. 45 min.)	
10-11 a.m.	Mami Blogging 3.0: The Power of Influence		
11-12 noon		Digital Personas Session	How to Build and Manage Engaged Communities of Hispanics on Facebook to Drive ROI
12:00-1:30 PM	Lunch Keynote - Rosanna Fiske, CEO, PRSA (sponsored by The Walt Disney Company)		

1:30-3 PM		State of Hispanic PR & Social Media Industry Forum	
2-3 p.m.	The Few But Not Forgotten Voices: Discovering the Nation's Most Influential Latino Men Bloggers		Taking Health Education to the Hispanic Consumer: A Multiplatform Approach
3-4 PM		Blogger-Brand Speed Dating Session (sponsored by McDonald's)	The Deficit of Diversity in Communications
4-5 PM			
6:30-8:00 PM	Networking Dinner		
8:30-10:30 PM	Hispanicize 2011 After Party!		

FRIDAY, April 8, 2011

TIME	Social Media Room	PR Room 1	PR Room 2
8:30-9:55	Breakfast Keynoter Javier Farfan, Pepsico		
10-11 a.m.	Meet the Fashion & Beauty Bloggers	Hispanic Media in the Digital Age	Sports Marketing
11 a.m. - 12 p.m.	Meet the Spanish-language Bloggers	Doing Well by Doing Good: Hispanic CSR Best Practices	Powerful Insights on How to Use Twitter to Build Followers and Engage with Legions of Latinos
12:00-1:25 PM	Networking Lunch		
1:30-3 PM	How To Monetize Your Blog Through Affiliate Marketing Strategies	Hispanic PR & Social Media Measurement Best Practices	Entertainment PR Session
3-4 PM	Meet the Latino Food Bloggers	Marketing Technology to Latinos	Marketing to Affluent Latinos
4-5 PM	Coupon Blogger Session		