

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. | | Publicist by Day: Latino Blogger by Night | 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.) | Taking Health Education to the Hispanic Consumer: A Multiplatform Approach |
| 10-10:55 a.m. | Mami Blogging 3.0: The Power of Influence | | |
| 11-12 noon | | Digital Personas Session | The Do's and Don'ts of Developing Corporate Hispanic Web Sites in the Age of Social Media |
| 12:00-1:30 PM | Lunch Keynote - Rosanna Fiske, CEO, PRSA (sponsored by The Walt Disney Company) | | |

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|---------------|--|--|---|
| 1:30-3 PM | How To Monetize Your Blog Through Affiliate Marketing Strategies | State of Hispanic PR & Social Media Industry Forum | How to Build and Manage Engaged Communities of Hispanics on Facebook to Drive ROI |
| 2-3 p.m. | The Few But Not Forgotten: Discovering the Nation's Most Influential Latino Men Bloggers | | |
| 3-4 PM | | Blogger-Brand Speed Dating Session | 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 Latino Tech Bloggers | Hispanic Media in the Digital Age | |
| 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 | Niña, You Look Maavelous! Meet the Fashion and Beauty Latina Bloggers | Hispanic PR & Social Media Measurement Best Practices | Entertainment PR Session |
| 3-4 PM | Meet the Latino Food Bloggers | | Sports Marketing |
| 4:30 PM | | | |
| 4-5 PM | Coupon Blogger Session | | |