

HISPANICIZE 2011 CONFERENCE SCHEDULE

WEDNESDAY, APRIL 6, 2011				
TIME	Pool Terrace	Mt. Olympus	Los Feliz	Whitley Heights
8:30 a.m. - 10:30 a.m.		Hispanic Social Media Leadership Roundtable <i>(by invitation only)</i> Elysian Park Room		
11:00 a.m. - 5:00 p.m.	REGISTRATION DESK OPENS (on the 5th floor until 5 p.m.)			
11:45 a.m. - 12:55 p.m.	Blogger Welcome Luncheon <i>(Sponsored by Clorox)</i>			
1:00 p.m. - 5:00 p.m.		Half-Day Blogger Training: How to Transform Yourself Into the Ultimate Latino Blog Brand Ambassador <i>(Sponsored by Sprint)</i>	*Half-Day Hispanic PR & Social Media Boot Camp for Non-Profits <i>(Sponsored by The Walt Disney Company)</i>	
1:00 p.m. - 2:30 p.m.				Hispanic Media Relations in 2011: What You Need to Know to Get Your Stories Placed in Traditional Media
2:35 p.m. - 4:35 p.m.				Communispace's Hispanic Identity Project: Understanding and Tapping into the U.S. Hispanic Market Via Private Online Communities
4:45 p.m. - 5:45 p.m.				Marketing to 'Gaytinos'
5:00 p.m. - 6:00 p.m.		Publicist by Day: Latino Blogger by Night		
7:45 p.m. - 9:30 p.m.	Opening Night Reception - Pool Terrace			

*The Half-Day Hispanic PR & Social Media Boot Camp for Non-Profits will end at 6 p.m.

THURSDAY, April 7, 2011				
TIME	Salon 5	General Session Room	Salon 6	
7:00 a.m.	REGISTRATION DESK OPENS (Grand Ballroom)			
7:30 a.m.	Breakfast Keynote			
8:00 a.m. - 8:10 a.m.	Welcome Remarks - Manny Ruiz, Hispanicize			
8:10 a.m. - 8:40 a.m.	Breakfast Keynote - Javier Farfan, Director of Cultural Branding at PepsiCo			
8:40 a.m.	Breakfast Keynote Ends			
8:45 a.m. - 10:15 a.m.	The Rules of Engagement: How to Effectively Collaborate With Bloggers and Groups of Bloggers <i>(Sponsored by The Zocalo Group)</i>	The U.S. Census Count: The Amazing Marketing Story Behind It and What the Results Reveal About Hispanics	Taking Health Education to the Hispanic Audience: A Multi-Platform Approach to Answering the Most Asked Questions <i>(Sponsored by UnitedHealthcare)</i>	
10:15 a.m. - 10:45 a.m.	Fuel Up with Buick and OnStar Conference Break - Renaissance Lobby & Valet Area			
10:45 a.m. - 11:45 a.m.	Miami Blogging 3.0: The Power of Influence <i>(Sponsored by Walmart)</i>	2011 Industry Leaders Forum: Marketing Leaders Look at the State of Hispanic PR and Social Media	The Do's and Don'ts of Developing Corporate Hispanic Web Sites in the Age of Social Media <i>(Sponsored by Stone Crossing Solutions)</i>	
11:45 a.m. - 12:15 p.m.	Fuel Up with Buick and OnStar Conference Break - Renaissance Lobby & Valet Area			
12:15 p.m. - 1:45 p.m.	Lunch Keynote - Rosanna Fiske, CEO, PRSA <i>(Sponsored by Disney Parks)</i>			
12:15 p.m. - 12:30 p.m.	Welcome Remarks - Disney Parks			
12:30 p.m. - 12:55 p.m.	Breakfast Keynote - Rosanna Fiske, Chair and CEO, Public Relations Society of America			
1:45 p.m. - 1:55 p.m.	Conference Break			
2:00 p.m. - 3:00 p.m.	How To Monetize Your Blog Through Affiliate Marketing Strategies <i>(Sponsored by SuperBoleteria.com)</i>	Hispanic Digital Personas Come to Life	How to Build and Manage Engaged Communities of Hispanics on Facebook to Drive ROI	
3:00 p.m. - 4:00 p.m.	The Few But Not Forgotten Voices: Discovering the Nation's Most Influential Latino Men Bloggers		The Deficit of Diversity in Communications and the Best Practices to Change It	
4:00 p.m. - 5:00 p.m.	Conference Break <i>(excluding Blogger-Brand Speed Dating Session participants)</i>			
4:00 p.m. - 6:00 p.m.		Speed Dating: Latina and Latino Bloggers Meet the Brands and Agencies		
5:00 p.m. - 6:00 p.m.				
7:15 p.m. - 8:15 p.m.	Dinner Reception with Comedian Rick Najera <i>(Sponsored by Buick and OnStar)</i>			
8:00 p.m. - 11:00 p.m.	*Hispanicize 2011 After-Party Transportation to the Conga Room - Renaissance Lobby & Valet Area <i>(Courtesy of Buick and OnStar)</i>			
9:00 p.m. - 12:00 a.m.	Hispanicize 2011 After-Party at The Conga Room (Downtown LA) Dj Mixes by The Global Café			

*Online pre-registration required for Buick and OnStar transportation to after-party. Additional transportation will be provided for attendees who were not able to register.

FRIDAY, April 8, 2011				
TIME	Salon 5	General Session Room	Salon 6	
7:30 a.m.	REGISTRATION DESK OPENS (Grand Ballroom)			
7:15 a.m. - 9:00 a.m.	Los Angeles Transit Authority Press Conference			
8:30 a.m. - 9:45 a.m.	Breakfast Keynote			
9:00 a.m. - 9:05 a.m.	Welcome Remarks - Manny Ruiz, Hispanicize			
9:05 a.m. - 9:35 a.m.	Breakfast Keynote - Academy Award Nominee and Activist, Edward James Olmos			
9:40 a.m.	Breakfast Keynote Ends			
9:45 a.m. - 10:00 a.m.	Conference Break			

10:00 a.m. - 11:00 a.m.	iblog 2: Meet The Hispanic Tech Bloggers (Sponsored by Sony)	Hispanic Media in the Digital Age	Utilizing Sports Marketing to Reach Latinos
11:00 a.m. - 11:30 a.m.	Fuel Up with Buick and OnStar Conference Break - Renaissance Lobby & Valet Area		
11:30 a.m. - 12:30 p.m.	Meet the Spanish-language Bloggers (Sponsored by Que Rica Vida)	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
12:30 p.m. - 1:00 p.m.	Conference Break		
1:00 p.m. - 2:15 p.m.	Networking Lunch Keynote - Rick Wion, Social Media Director at McDonald's		
2:15 p.m. - 3:30 p.m.	Niña, You Look Mahvelous! Meet the Fashion and Beauty Latina Bloggers	Hispanic PR & Social Media Measurement Best Practices	Create Branded Experiences and Deeper Touch Points Through Latino Celebrity and Entertainment Marketing
3:30 p.m. - 4:00 p.m.	Conference Break		
4:00 p.m. - 5:00 p.m.	Aroz con Bloggers: The Delicious World of Latino Food Bloggers		Optimizing Your Web Site through Spanish SEO
5:00 p.m. - 6:00 p.m.	Coupon Blogger Session		