

A Productive Day of Education and Networking: Research, Insights, Strategies and Case Studies

CMI's GAY & LESBIAN MARKET SYMPOSIUM

Hyatt Regency Chicago • Thursday, July 31, 2008



Agenda as of July 24, 2008. Visit www.CommunityMarketingInc.com for updates.

Morning Theme: *Inreach.*

Understanding the diverse LGBT markets, and best practices for positioning and preparing your company for a successful campaign.

9:00am to 10:00am

Thomas Roth, President, and Jerry McHugh, Senior Research Director

Community Marketing, Inc.

“Orientation to the LGBT Marketplace, including a review of Community Marketing’s Gay & Lesbian Consumer Index® research on over 25,000 LGBT consumers.”

10:00am to 10:15am

Eric Bloem, Human Rights Campaign

“HRC’s Corporate Equality Index: What it is, how to qualify and what it can mean to your business (including case studies).”

10:15am to 10:30am

Coffee break, network, check email and messages

10:30am to 11:00am

Thomas Roth, President, Community Marketing, Inc.

“Trends in LGBT Marketing: Perspectives and best practices from 15+ years of client case studies and focus groups. Plus: Identifying opportunities, understanding and reaching out to communities within LGBT.”

11:00am to 11:15am

Lori Fox, representing Out & Equal Workplace Advocates

“Ensuring your success in the LGBT marketplace by establishing inclusive and supportive employment policies.”

11:15am to 11:40am

Richard Friend, Ph.D., Co-Host, Diversity Matters™

“LGBT Marketing Strategies: Inclusion Tool or Pink Washing?”

11:40am to 12:00pm

Justin Nelson, CEO, National Gay & Lesbian Chamber of Commerce

“Connecting your business with the LGBT Business World: Opportunities for networking and growth.”

Afternoon Theme: *Outreach.*

Understanding the wide variety of communications options to help you successfully—and cost-effectively—reach the LGBT communities.

12:00pm to 1:15pm

Lunch Keynote: Michael Wilke, Founding Executive Director, Commercial Closet Association

“GLBT Images In Advertising: Punchline or Bottom Line?”

1:15pm to 2:30pm

Matt Skallerud, President, Pink Banana Media

“Opportunities in the GLBT Web 2.0 space for reaching gays & lesbians online.”

2:30pm to 2:45pm

Coffee break, network, check email and messages

2:45pm to 3:15pm

Panelists: Christina Pinson, Executive Director, Chicago Area Gay & Lesbian Chamber of Commerce; Modesto Valle, Executive Director, Center on Halsted; Tracy Baim, Publisher, Windy City Times

“Chicago connections that work for you: The Center, The Chamber and the Local Media.”

3:15pm to 3:30pm

Rashad Robinson, Senior Director of Media Programs, GLAAD

“Changing Hearts and Minds: A 101 on the Gay & Lesbian Alliance Against Defamation”

3:30pm to 4:00pm

Tata Sato, Executive Director, Business Planning, Mindshare

“Reaching Out: Insights from Research on Gay & Lesbian Media Consumers”

4:00pm to 4:30pm

Will Elliott, Blogads.com

“Blogging Out Loud: What tools to use, and how to read the results.”

4:30pm to 5:00pm

Serge Gojkovich, President, Gay Consultants

“Staying Competitive in the LGBT Market: Case studies demonstrating successful, integrated approaches.”

5:00pm to 6:00pm

Recap, no-host bar and networking

More info and registration form download:

http://www.communitymarketinginc.com/mkt_int_glms.htm

Schedule and sequence are subject to revision.