8:00am to 9:00am  Breakfast Sponsored by Las Vegas Convention & Visitors Authority

9:00am to 9:10am  Welcome
Varune Harnarine, Sr. Brand Consultant, Google
Jim McMichael, Specialty Markets Manager, Las Vegas Convention and Visitors Authority

9:10am to 9:30am  Understanding Diverse Transgender/GNC Communities to Reach an Emerging Market
Cathy Renna, Principal, TargetCue
Laura Erickson-Schroth, MD, MA
Joanna Cifredo, Media Relations Manager, GLSEN

This session will explore, though brief presentation followed by audience Q and A, the emerging trans market in all its diversity. From adult transgender consumers to families with trans and gender creative children and adolescents, this unique market is much more than it seems and will only continue to grow and expand in reach. While some advertising and marketing efforts have been done to reach—or at least include--trans communities, this will be a chance to discuss the many aspects of an emerging and elusive market that is as complex as it is diverse.

9:30am to 10:00am  Debut Presentation: 12th Annual LGBTQ Community Survey, with a special call out on the African American LGBTQ Community with interpretation by Earl Fowlkes, Jr.
Thomas Roth, President, Community Marketing & Insights
David Paisley, Senior Research Director, Community Marketing & Insights
Earl D. Fowlkes, Jr., President/CEO, Center for Black Equity

CMI’s LGBTQ Community Survey is the longest-running (12 years), largest (40,000+ participants), most representative (150+ countries) and diverse (LGBTQ++) study of its kind. Gain practical insights about the demographics, purchases, interests and motivations of the community, and explore opportunities in the African American LGBTQ segment.

10:00am to 10:30am  Case Study: Mercedes-Benz; Addressing a New Customer
Robyn Streisand-Luppino, Founder and President, Titanium Worldwide
Eric Hildebrand, Manager, Brand Experience Marketing/Branded Entertainment, Mercedes-Benz
Todd Evans, CEO, Rivendell Media

The presentation will discuss how a German brand (Mercedes-Benz) approached LGBT consumers with an authentic voice. Leveraging a “pilot to program” approach; starting slow, building brand awareness and moving to brand advocacy. We will share direct consumer feedback of our campaign and the heart-warming stories that make this work so special to us.

10:30am to 10:50am  Morning Networking Break sponsored by Q.Digital
10:50am to 11:10am  For More Rainbow Colors in a White Space: Can Brands Play a Role in Pushing for a More LGBT-Inclusive Society?
Brendan Snyder, Business Lead: Food, Beverage, Restaurants

Media and businesses are increasingly celebrating diversity, yet many challenges remain for the LGBT community: Discrimination and LGBT-related violence are key concerns in many parts of the world and the community strives for more recognition, support and representation in various areas of their lives. A recent multi-market research conducted by Google with more than 3k people around the world who identified themselves as LGBT+, suggests that brands could play a larger role in helping to push society forward.

11:10am to 11:45am  Case Study on Reaching Lesbians: Tapping into the Lesbian Travel Market
Merryn Johns, Editor-in-Chief, CURVE
Kelli Carpenter, Co-founder, R Family Vacations

This session looks at lesbian marketing in the travel sector, particularly cruise companies who have successfully targeted and catered to a loyal and diverse lesbian clientele. Case studies will include R Family Vacations, Olivia Cruises and resorts, Celebrity Cruises and Uniworld Boutique Cruises. From Olivia, which has specifically catered to lesbians for 40 years, to newcomers such as Uniworld, this talk will examine how to break into and achieve longevity in this market segment.

11:45am to 12:05pm  The Intersection of Commerce and Community – Crafting LGBTQ Messaging that Matters
John Lake, Vice President, Multicultural Strategy, Wells Fargo

The intersection of commerce and community – crafting LGBTQ messaging that matters. This session will explore lessons learned over Wells Fargo’s 25-year history of respectful marketing to the LGBTQ Community. From early days when companies were first acknowledging LGBTQ consumers to the current oversaturation of corporate involvement in Pride, entering this market has always created its own set of unique opportunities and challenges. We will explore how one company has handled that evolution, including creating a meaningful connection to LGBTQ community partners.

12:05pm to 12:25pm  The Podcast Advantage: How to Grow an Audience for Your Business
Greg DeShields, Executive Director, PHL Diversity

Podcasting is becoming a very popular medium, providing access to an immense audience which allows you to form a deeper relationship with prospects and create new business opportunities. PHL Diversity will share how the PHL Diversity Podcasts were created to share brief insights, views and opinions from tourism and hospitality leaders, meeting/convention professionals and academics regarding specific hospitality, tourism and diversity topics. PHL Diversity Podcasts are used to share information by industry influencers about Philadelphia as a destination, explore the topic of diversity and inclusion within tourism and to highlight the overall experience of holding meetings and conventions in the City of Brotherly Love. PHL Diversity is a business development division of the Philadelphia Convention & Visitors Bureau and has been working to attract diverse meetings and conventions to the city for over 30 years.

12:25pm to 12:45pm  Inclusive of All: Pioneer in LGBTQ-Inclusive General Market Advertising
Richard Gray, Vice President, LGBTQ, Greater Fort Lauderdale Convention & Visitors Bureau

12:45pm to 1:40pm  Networking Lunch
Sponsored by the Greater Fort Lauderdale Convention & Visitors Bureau
Richard Gray, Vice President, LGBTQ, Greater Fort Lauderdale Convention & Visitors Bureau
1:40pm to 1:45pm  
**Announcing the Reclaiming My Pride art contest**  
David Miller, Publisher, Metrosource

1:45pm to 2:05pm  
**Case Study: Engaging Service; How Brands Fail LGBTQ Customers**  
Billy Kolber, Founder, HospitableMe/ManAboutWorld

Hospitality brands were among the first to implement diversity training for their customer-facing employees, but often still fail to provide personalized, connected service. Learn what’s next for brands who strive to fully and warmly engage LGBTQ customers.

2:05pm to 2:25pm  
**Old Dog, New Tricks. A 60-year Old Aging Organization Develops an LGBT Strategic Plan**  
Angela Houghton, Senior Research Advisor, AARP  
Dr. Nii-Quartelai Quartey, Senior Advisor & National LGBT Liaison, AARP

Founded in 1958, AARP is a social mission organization that works to enhance the quality of life for all as we age. “What we do, we do for all” is a guiding principle articulated by AARP’s founder, Dr. Ethel Percy Andrus, and reflected in our commitment to the LGBT community. Although AARP has been present in the LGBT community for many years, it was not until 2017 that the organization initiated a strategic research agenda in search of insights to develop a national strategy for engaging mid-life and older LGBT adults.

2:25pm to 2:45pm  
**Case Study: Out Power 50/Genesis Launch**  
Joe Landry, EVP, Publishing, Pride Media

The presentation will explore how to drive awareness and increase purchase intent through a multi-platform program which includes branded video content, engaging influencers, experiential marketing, print and digital media.

2:45pm to 3:15pm  
**How LGBTQ Social Media Influencers are Helping Tylenol PM and OraQuick In-Home HIV Test Drive Business Results and Brand Equity**  
Moderator: Chris Frederick, Executive Director, Heritage of Pride  
Maggie Egelhoff, Associate Brand Manager, Tylenol, Johnson & Johnson  
Kathy Weber, Senior VP and GM, Consumer Products, OraSure Technologies, Inc.  
Matt Wagner, Vice President, Target 10  
Jarvis Derrell, Social Media Influencer

As many individuals have gained just as much, if not more, influence as traditional media entities, a paradigm shift is occurring within the marketing and communications industry. Social media influencers exist across all categories, from mommy bloggers to makeup queens to meme purveyors, and brands are engaging with them to develop sponsored content and promote their campaigns in a variety of ways. This panel will share the stories of two brands, Tylenol and OraQuick, that have leveraged influencers to create high-performing content. We will also hear from an influencer involved in one of those initiatives, Jarvis Derrell, whose beloved She Has Had it Instagram account has over 67,000 followers.

3:15pm to 3:20pm  
**Symposium Presenting Sponsors: INSTITUTO NACIONAL DE PROMOCIÓN TURÍSTICA**  
Pablo De Luca and Gustavo Noguera, CCGLAR

3:20pm to 3:50pm  
**Afternoon Networking Break**
3:50pm to 4:10pm  How to Make the Most from Philanthropic Giving to LGBTQ Causes  
Deborah S. Levine, Digital Center Director, CenterLink: The Community of LGBT Centers  

Many businesses are now giving to nonprofits; one might even say that it has become a standard operating procedure. For businesses interested in marketing to LGBTQ people and those who care about LGBTQ people as potential employees and customers, philanthropic support of LGBTQ causes and organizations can be especially rewarding. In a culture where love for LGBTQ people cannot be assumed, the extension of such good will goes a long way. This talk will provide you with best practices for working with nonprofits to ensure that the relationship is meeting the objectives of your business and the nonprofit.

4:10pm to 4:30pm  LGBT Marketing Opportunities in NYC: Looking to World Pride 2019 and Beyond  
Donna J. Keren, Ph.D., Senior Vice President, Head, Research Unit, NYC & Company  

While NYC has long ranked as the top LGBT destination in the US, the marketing and communications opportunities associated with our role as host city for World Pride 2019 at the same time as we are celebrating the 50th Anniversary of Stonewall and the rise of the modern LGBT rights movement are of particular importance for businesses across many different sectors. Based on market studies and in-market communications experiences we will explore how anniversaries and special events can raise the visibility of the destination and support the businesses and organizations that participate.

4:30pm to 5:00pm  LGBTQ Influencers Panel Discussion  
Matt Skallerud, President, Pink Banana Media  
Arielle Scarcella  
Ravi Roth  
Jeff Garber  
Josh Rimer  

Join us as we have our group of LGBTQ influencers share with you how they’ve successfully helped companies such as yours promote themselves as partners with their audience. We’ll hear direct from this new type of LGBTQ media about some of their latest techniques in working with businesses large and small when it comes to reaching an LGBTQ audience in this new media environment.

5:00pm to 6:00pm  Closing Remarks  
Hosted Networking Reception sponsored by Wells Fargo and Pernod Ricard  
John Lake, Vice President, Multicultural Strategy, Wells Fargo  
Jeffrey A. Moran, VP, Influencer Engagement & Marketing Activation Services, Spirits Marketing, Pernod Ricard USA  

6:30pm to 8:00pm  Reception “after party” at the Argentina Consulate  
Presenting Sponsor INSTITUTO NACIONAL DE PROMOCIÓN TURÍSTICA invites all attendees to come to the Argentina Consulate to enjoy some fine Argentine wines, food, tango, more networking and fun! Complimentary for attendees.

Consulado General de Argentina, 12 W. 56th St. (between 5th and 6th Ave.), New York Subway (15 min): Take the E train northbound from 8th Ave. @ 14th St. to 5th Ave. @ 53rd St. and walk about a block. (Taxi or Uber is about 20-25 min., depending on traffic.)

Thanks to our presenting sponsor INSTITUTO NACIONAL DE PROMOCIÓN TURÍSTICA and our friends at CCGLAR

Fin.
Community Marketing & Insights (CMI) is uniquely positioned in the global LGBTQ marketplace, with 25 years of dedicated experience conducting LGBTQ consumer surveys, focus groups, in-depth interviews, advisory boards, consulting services and training. We skillfully assist our clients with strategies, tactics and cost-effective plans based on research results and case study experience.

CMI’s PANEL CONSISTS OF OVER 90,000 SELF-IDENTIFYING LGBTQ COMMUNITY MEMBERS, WHICH INCLUDES:

- **70,000** LGBTQ Panelists in the USA
- **9,000** LGBTQ Panelists in Canada (English + French Speaking)
- **4,500** LGBTQ Panelists in China
- **Capabilities in the UK, Germany, Australia, Mexico and other countries**

**IN THE UNITED STATES, THE PANEL HAS SIGNIFICANT NUMBERS IN EVERY LGBT SEGMENT**

- **20,000** Lesbian and bisexual women
- **30,000** Gay and bisexual men
- **5,000** Transgender community members
- **10,000** Bisexual community members

**7,500** With an HHI Over $150,000

**7,500** With an HHI Below $25,000

**25,000** Representing the LGBTQ community of color

**25,000** LGBTQ Millennials

**12,000** With a master’s degree or higher

**15,000** Legally married same-sex couples

**5,000** LGBTQ parents with a child under 18 living at home

Thousands of men living with HIV

Note: All health-related data is maintained independent of personally identifying information.
LGBTQ Research and Corporate Training

Proud to serve these and other companies, organizations, universities, government institutions and researchers...

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584 Castro St. #834 • San Francisco CA 94114 USA • Tel +1 415/437-3800
research@CommunityMarketingInc.com • www.CMI.info
LGBTQ Market Research:
There is a difference!

LGBTQ research is meant to help marketers understand the LGBTQ community and make educated decisions about strategies and tactics to reach them.

Community Marketing & Insights (CMI) leverages our own proprietary panel to generate the valid data that our clients depend on. As an LGBTQ-owned and operated company, we understand the LGBTQ community’s unique life experience. And because we have been serving clients for over two decades and have already conducted over 200 LGBTQ-specific research projects, we have the professional experience needed to deliver actionable results and recommendations.

CMI’S PROPRIETARY PANEL
Community Marketing & Insights (CMI) has recruited for our proprietary research panel over the past 25 years by partnering with over 300 LGBTQ media, organizations, events, social media and influencers throughout the USA, Canada, the UK, Germany, Australia, China and beyond. The panel is highly representative of LGBTQ consumers who interact with LGBTQ community organizations and media. Our panelists come from diverse sources, allowing for broad research projects or targeted segments within LGBTQ.


LGBTQ PANEL DIVERSITY IS IMPERATIVE, BECAUSE THERE IS NO “LGBTQ MARKET”
Community Marketing & Insights emphasizes that there is no “gay market,” just as there is no single “Asian market.” The LGBTQ communities represent a broad and dynamic spectrum of interests, sensitivities, preferences and priorities. Add to that variations in geographical location, age, income, relationship status, gender identity and more, and it becomes essential to discover which opportunities within LGBTQ will help you achieve your goals. Fine-tuning your approaches based on highly refined, well-targeted matches within LGBTQ will make your outreach initiatives more efficient and cost-effective, optimizing your marketing investment.

Note: General market surveys that may include a very small subset of “LGBT responses” just scratch the surface of the diverse and varied of opportunities marketers can enjoy if properly explored and understood.

CMI’S INDUSTRY-STANDARD QUANTITATIVE SURVEYS
CMI has conducted hundreds of LGBTQ-dedicated quantitative surveys since the early 1990s, covering a wide variety of topics, industries and interests. Through these studies, we both observe and influence the trends of this market. Size does matter when it comes to surveys. Our panel has grown to over 90,000 qualified and active LGBTQ consumers—the largest of its kind, by far. Our Annual LGBTQ Community Survey® study has attracted up to 45,000 survey participants representing 150 countries, making it the largest such study in the world. We leverage our long history, experience and expertise to guide you, fine-tuning our portfolio of research panels, methodologies and approaches to best match your market intelligence goals.

Note: Without access to this enormous resource of qualified LGBTQ consumer panelists, other companies have to compromise on the quality and demographic representation of their panel—or “reinvent the wheel” at your expense. It’s not possible to fathom the diversity and complexities within LGBTQ (see below) through a small sample. CMI fields surveys of 1,000+ responses. You might see some research with small samples, but they lose the opportunity to derive statistically-significant crosstabs based on gender, geographical location, age, income, experience, product choice, etc. Can you really make an assumption that a Millennial lesbian couple in Seattle has the same purchasing motivations and behaviors as a 67-year-old gay man in Miami? Generalities and sweeping statements about “the LGBTQ market” based on comparatively small samples can distort the validity of research findings, wasting your investment of time and resources.
GAIN A DEEPER UNDERSTANDING OF THE LGBTQ COMMUNITY: QUALITATIVE RESEARCH

For over two decades, CMI has produced the most consistent, longest-running series of LGBTQ community surveys in the world. But we don’t stop there. Quantitative (data) research is important, but it’s just one side of the coin. Our full range of research services uncover the rest of the story through qualitative research, most notably derived from focus groups.

We pre-qualify our focus group participants from among our survey panelists, identifying the best candidates based on characteristics such as age, gender, relationship status, geographical location, and even a propensity or history of using the client’s products or services. We maintain sufficient numbers of panelists to conduct groups in most major metro areas across the USA, Canada, UK, Germany, Australia and China, as well as many other markets. Sometimes the same creative, tested in different regions, can yield different perspectives. Isn’t it wise to know that—and adjust your plans—before investing in marketing campaigns?

CMI is the only LGBTQ-dedicated research provider that produces and facilitates qualitative research, including focus group studies (both in-person and online), in-depth interviews, online communities and advisory boards, which can round out a comprehensive market intelligence plan.

Note: By producing online surveys only, other research companies are telling only half of the story…at best. Without actual consumer interaction, they cannot fathom the deeper insights hiding behind the bar graphs and pie charts. Nor can they adequately advise you on the sensitivities and complexities that can only be uncovered by qualitative research—extremely important considerations that averages and assumptions extrapolated from survey statistics are likely to miss.

IN-HOUSE EVERYTHING. WE DON’T OUTSOURCE!

Community Marketing & Insights maintains our own research panels and utilizes advanced, sophisticated research software. We conduct all of our research in-house—because nobody knows this market segment as well as we do.

Note: Unlike many other firms, CMI will never sell or represent another research company’s services. Nor will we outsource your projects and report on the results of a third party’s work. Without being intimately involved in every aspect of a project—discussing client goals, designing the study, building and implementing the survey, and engaging directly with consumers in focus groups—it is difficult to gain the insights that we regularly deliver. CMI’s hands-on LGBTQ research specialization spanning over two decades is unmatched.

VALUE FOR THE INVESTMENT

You might think that with this kind of specialization and experience, you’d have to invest considerably more for Community Marketing & Insights services than for research from other companies. With our specific focus on LGBTQ market intelligence, however, and the cumulative 60+ years of LGBTQ-dedicated experience among the CMI team, we’re able to keep your costs low. We don’t spend your money locating qualified survey or focus group participants, and we won’t waste time trying to source comparative data or case studies. We’ve already done all that, for your benefit, over the past 25+ years.

Note: At CMI, we’re not running a large operation juggling many accounts and projects with varied focus. Our client dedication and LGBTQ market specialization delivers you superior intelligence at a fraction of the cost.

WE ARE TRUSTED. WHY THIS IS IMPORTANT:

Community Marketing, Inc., founded in 1992, pioneered LGBTQ consumer research. Because our company is LGBTQ-owned and -operated, and well known in the community, we have earned the recognition and trust of our survey panelists. LGBTQ consumers recognize that we use research data to build corporate relationships that ultimately lead to social progress, better conditions for LGBTQ employees, and more sensitive communications.

One of the questions in HRC’s Corporate Equality Index application is whether the applicant company includes LGBTQ-owned suppliers when sourcing products and services. When you contract with Community Marketing & Insights, you not only gain the benefit of our long-standing leadership in this field, you are working with one of the world’s only LGBTQ-owned market research providers. Community Marketing, Inc. is an NGLCC Certified LGBTQ-Owned Business Enterprise.

CMI is involved in the LGBTQ community: We volunteer time, donate resources and raise funds for numerous community-based organizations. We also participate in leading business and advocacy organizations, events and conferences within the community, such as Out & Equal, HRC, National LGBT Chamber of Commerce, GLAAD, NCLR and the International Gay & Lesbian Travel Association. Our community connection is not only the right thing to do, it is essential for maintaining authentic community relationships to benefit our clients.