

**9<sup>th</sup> ANNUAL LGBT MARKETING, ADVERTISING & TECHNOLOGY CONFERENCE**  
*A program of LGBT WEEK® New York City*

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**LGBT MARKETING, ADVERTISING & TECHNOLOGY CONFERENCE • DAY 1**

**Wednesday, May 18, 2016**

*Visit [LGBTWeek.com](http://LGBTWeek.com) for more details about each talk and speakers.*

<b>9:00 am to 9:15 am</b>	<b>Welcome and Opening Remarks</b> Tom Roth, President, Community Marketing & Insights Matt Skallerud, President, Pink Banana Media
<b>9:15 am to 9:35 am</b>	<b>From Micro to Hero: Engaging the LGBT Community</b> Varune Harnarine, Senior Brand Consultant, Google
<b>9:35 am to 9:55 am</b>	<b>LGBT Marketing Doesn't Take A Village... But You Do Need The Right Counsel</b> Daniel Clark, Chair, LGBT Employee Resource Group Pernod-Ricard / ABSOLUT Vodka

**Updates, registration and more at [LGBTweek.com](http://LGBTweek.com)**

Wednesday, continued...

- 9:55 am to 10:50 am**      **Panel: #AsktheHIVDoc All About PrEP: Lessons Learned from a Digital Marketing Strategy to Educate Gay Men about the Pill that Prevents HIV**  
Robbyn Kistler, Media Partnerships Consultant  
Greater Than AIDS & Kaiser Family Foundation  
Dr. Demetre Daskalakis, Assistant Commissioner of the Bureau of HIV Prevention and Control, NYC Department of Health and Mental Hygiene  
Jack Harrison-Quintana, Director, Grindr for Equality  
Joe Valentino, Senior Vice President, Here Media
- 10:50 am to 11:15 am**      **Networking Break**
- 11:15 am to 11:25 am**      **Welcome from Sponsors**
- 11:25 am to 11:45 am**      **LGBT in 2016: A Look at the Latest LGBT Consumer Research**  
Tom Roth, President, Community Marketing & Insights  
David Paisley, Senior Research Director, Community Marketing & Insights
- 11:45 am to Noon**      **Overview of LGBT Online Marketing in 2016**  
Matt Skallerud, President, Pink Banana Media
- 12:00pm to 12:20 pm**      **The Nuts and Bolts of Marketing to Lesbians**  
Tanya Churchmuch, Founder, MuchPR
- 12:20 pm to 12:30 pm**      **Welcome from Sponsors**
- 12:30 pm to 1:45 pm**      **Networking Lunch, Speakers and Videos Hosted by Argentina Tourism Office**  
Sample some fine Argentine wine!
- 1:45 pm to 2:20 pm**      **Panel: A Guide to Promote LGBT Travel with Online Influencers**  
Auston Matta, Outfluential  
Tanya Churchmuch, Founder, MuchPR
- 2:20 pm to 2:40 pm**      **Gay Media Today**  
Todd Evans, President and CEO, Rivendell Media
- 2:40 pm to 3:00 pm**      **Pride from Within**  
Maria Cristina Rios, National Director, Multicultural Customer Strategy  
Macy's
- 3:00 pm to 3:20 pm**      **Networking Break**
- 3:30 pm to 4:30 pm**      **Digital Marketing Panel**  
  
**Breaking Through to LGBTQs with Branded Content**  
Scott Gatz, Founder and Chief Executive Officer, Q.Digital  
  
**Using Audience Data and Targeting Tools To Deliver LGBT Customers**  
Mark Elderkin, CEO, Gay Ad Network  
  
**The Next Generation of Online LGBT Marketing: Micro-targeting**  
Oriol Pamies, VP Business Development, Moovz
- 4:30 pm to 6:00 pm**      **Closing Remarks and Hosted Networking Reception sponsored by Pernod-Ricard**

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## **LGBT MARKETING, ADVERTISING & TECHNOLOGY CONFERENCE • DAY 2**

**Thursday, May 19, 2016**

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| <b>9:00 am to 9:15 am</b>   | <b>Opening Remarks and Welcome from Sponsors</b><br>Tom Roth, President, Community Marketing & Insights<br>Matt Skallerud, President, Pink Banana Media  |
| <b>9:15 am to 9:30 am</b>   | <b>The Transgender Community: Social, Political and Marketing Trends</b><br>Tom Roth, President, Community Marketing & Insights<br>David Paisley, Senior Research Director, Community Marketing & Insights   |
| <b>9:30 am to 9:50 am</b>   | <b>LGBT Influencers and What Can They Do For My Business?</b><br>Matt Skallerud, President, Pink Banana Media  |
| <b>9:50 am to 10:10 am</b>  | <b>From Go Go Boys to Altars: The Evolution of LGBT Spirits Marketing</b><br>Dave Karraker, Vice President, Marketing - Consumer Engagement & Advocacy<br>Campari America  |
| <b>10:10 am to 10:30 am</b> | <b>Marriage Equality: Assessing Trends One Year Later</b><br>Bernadette Smith, President, The Equality Institute   |
| <b>10:30 am to 10:50 am</b> | <b>The Challenges of Reaching LGBT Markets with Limited Resources</b><br>Kerry Branon, Media Relations Manager, International Fund for Animal Welfare  |
| <b>10:50 am to 11:10 am</b> | <b>Networking Break</b>  |
| <b>11:10 am to 12:30 pm</b> | <b>LGBT Marketing &amp; Communications Panel</b><br><b>Leveraging Facebook's Virality To Reach The LGBT Community</b><br>Rizala M. Carrington, DominateTheNewsfeed.com<br><br><b>Get Some Skin in the Game, Experiential Marketing Matters</b><br>Michael Wood, Senior Creative Director<br>George P. Johnson Experience Marketing Agency<br><br><b>Creating the Visual Language of Inclusion: Subaru and the LGBT Consumer</b><br>John Nash, Co-Host, The Focus Group<br><br><b>Utilizing LGBT Content Creators for your Product or Service</b><br>Thai Nam Pham, Pride-Con |
| <b>12:30 pm to 1:45 pm</b>  | <b>Closing Networking Lunch Hosted by Rivendell Media</b>  |

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