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Marketing to Asians

Marketing to Asians

Tuesday, April 24, 2007
10:00 am – 1:00 pm

 Campbell & Company
 One East Wacker Dr., Suite **2025**

Cost: \$40/\$60

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The Asian American market represents many distinct cultures. Learn how to effectively reach these growing communities through a targeted marketing campaign based on an understanding of, and a sensitivity to, language and cultural perspectives, consumer perceptions, customs, attitudes, and buying patterns.

KEYNOTE:

Irene Cualoping, business executive, communications specialist and attorney, is managing partner, principal and founder of Chicago-based ENERI Communications, a creative advertising, marketing and strategic communications venture (www.enericom.net). The agency specializes in business, entertainment and lifestyle applications, with multicultural expertise, especially in the Asian Pacific American markets.

PANELISTS:

Mitch Schneider is the Director of Development and Leadership Programs at the Asian American Institute (AAI), the Midwestern region's premiere pan-Asian organization committed to empowering Asian Americans through advocacy, utilizing research, education and coalition-building.

Malik Gillani is the Executive Director of Silk Road Theatre Project.

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