

Se Habla Español SM

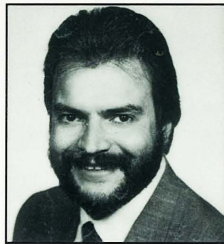
National Hispanic Market Trade Show & Media Expo

AWARDS IN COMMUNICATION

P R O G R A M

7:00 PM SEPTEMBER 26, 1990

HYATT REGENCY, CHICAGO



GEORGE SAN JOSE
President
San Jose & Associates

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National Hispanic Market Trade Show & Media Expo

PRESENTING THE NATION'S MOST
COMPREHENSIVE SOURCE FOR INFORMATION
ABOUT THE HISPANIC MARKET.

E503—CREATIVE DIRECTORS PANEL

The creative aspect of product positioning is a vital part of any marketing consideration. Why then is the creative director very often the last to be included in planning a campaign? Top creative directors will discuss a wide range of topics, from positioning strategy to the creative director's working relationship within his agency and with the client. Questions of language, ways of reaching specific population segments, dubbing Anglo market ads, trends, and funding constraints will be debated.

Moderator: Sara Sunshine, Senior VP/Creative Dir., Publicidad Siboney. **Panelists:** Luis Miguel Messianu, Creative Dir., Hispanic Services, GSD&M Advertising; Norma Orci, Exec. VP/Creative Dir., La Agencia de Orci & Asociados; George San Jose, President and Exec. Creative Dir., San Jose & Associates.

S603—INSURANCE AND HEALTH CARE

Industry specific seminar. Insurance marketing involves various service segments, age groups and professional groupings. National and regional approaches will be evaluated. Specific insurance products and services popular with Hispanic consumers, and trends in insurance marketing will be highlighted. Learn how companies differentiate their products and services by leveraging a corporate commitment to the Hispanic community.

Faculty: Richard D. Woods, Sales Dir., Allstate Insurance Co.; Jesse Wilson, Executive VP, San Jose & Associates; others TBA.

M303—BUYING MEDIA FOR LOS ANGELES AND CHICAGO

Understand the key role of the Los Angeles and Chicago ADI's in national, regional and local advertising campaigns. Learn when to use Spanish language newspapers, broadcast media, outdoor, transit, mobile displays, small Spanish community papers and English dailies. Learn how to mix media to maximize impact.

Faculty: Laura Marella, Media Dir., Casanova Pendrill; Wendy Wishard, Media Dir., San Jose and Associates.

George L. San Jose President & Chief Creative Officer of The San Jose Group a Multicultural Advertising Agency