

November 12-13, 1990
Peat Marwick Center
New York City

HISPANIC MARKETING

Featuring

- * AT&T * Metropolitan Life * The Bravo Group * American Express
- * Coupons Plus * MAS * Galavision * San Jose & Associates
- * General Motors Corporation * The American Sports Marketing Association
- * Radio Wado * Tianguis * Pepsi-Cola * Telemundo * BDS Marketing
- * Strategy Research Corporation *

2:25 **Hands on Workshops - How Much Should You be Spending...and Where Should You be Spending It?**

Roll up your sleeves! Get ready to put what you've learned in the last two days into action. These sessions will involve both role playing exercises and actual work on creating the optimal Hispanic marketing plan. Choose the session that fits within your budget and actually create an integrated Hispanic marketing plan.

I: Create an Integrated Hispanic Marketing Plan

Ken Mitnick
President
COUPONS PLUS

Frank Koplak
Marketing Consultant
CPC INTERNATIONAL

II: Limited Budget? Create an Integrated Hispanic Marketing Plan for under 500,000

Jesse Wilson
Executive Vice President
SAN JOSE & ASSOCIATES

Luis Santiago
System Consultant
AT&T

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