

*A rapidly growing market: 22.4 million Hispanics live in the U.S. today,
with expected growth to 30.9 million in the next decade*

MARKETING TO HISPANICS

*A Practical Conference Designed to Teach You How to Increase Your Market
Share of the Growing \$182 Billion U.S. Hispanic Market Segment*

SPECIAL LUNCHEON ROUNDTABLE DISCUSSIONS

- Business-to-business, Promotions, Media, Event Marketing, Public Relations, and more...

2:00 DIRECT MARKETING OPPORTUNITIES IN THE HISPANIC MARKET

- Overview of Hispanic direct marketing through the 1980's to the present
- Reaching Hispanics through direct mail: What lists, segments, and other direct response vehicles are available
- Comparison of English vs. Spanish language Hispanic mailing lists
- Demographic list enhancements: their availability and reliability
- List management and list brokerage opportunities: Buying and selling mailing lists
- Integration of broadcast/mail/telemarketing, including in-bound and out-bound
- Economies of direct mail marketing, including fulfillment, credit and collection

**Jesse Wilson, Executive Vice President
San Jose & Associates, Inc.**

**Richard Blume, Vice President
Database Management**

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Hotel Intercontinental
New York City



The Marketing Institute
A Division of the Institute
for International Research

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

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