

OVERVIEW MEETING: *(Precursor to Marketing Series)*

- **Title:**
 - Preliminary Target Marketing to Diverse Communities Panel Discussion
- **Date:**
 - Wednesday, September 16, 2015
- **Location:**
 - Orlando Repertory Theatre
- **Speakers:**
 - Dorcas Williams, Marketing Strategy Manager, Walt Disney World Resort
 - Ellen Brandon-Calhoun, Relationship Marketing, Disney Destinations
 - Hernan Tagliani, President, The Group Advertising
 - Gaby Ortigoni, Vice President, Hispanic Business Initiative Fund (HBIF) of Florida
 - Shally Wong, ED, Youth Enrichment and Senior Services center (YESS), Founder, Asia Trend Magazine
 - Gail Rayos, Manager, Wragg & Casas, President, Asian American Chamber of Commerce
 - Lisette Saint-Hilaire, Senior Account Manager, iHeartMedia
- **Attendees:**
 - 50+ attendees including, arts and cultural organization Executive Directors, Development Directors and Marketing Professionals
- **Resources & Presentations:**
 - [Panel Bios](#)
 - [List of Diverse Media Outlets](#)
 - [List of Asian Nonprofits](#)
 - [Consumer Demographics Presentation](#)
 - [Hispanic Market Presentation](#)