

10th ANNUAL LGBT MARKETING & ADVERTISING SYMPOSIUM

A program of LGBT WEEK® New York City

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Agenda (subject to change; please visit www.LGBTweek.com for updates.)

Wednesday, May 17, 2017

Visit LGBTWeek.com for more details about each talk and speakers.

Note: Registration opens at 8:00am. Security can take some time, so please arrive early. Have a cup of coffee, check email, and network. **But please, be seated and settled in before 9:00am.**

- 9:00am to 9:10am** **Welcome and Opening Remarks**
Thomas Roth, President, Community Marketing & Insights
- 9:10am to 9:30am** **How to Grow Your LGBTQ+ Market Reach by Activating the 6 Principles of Influence**
Talonya Geary, Founder, Spiire, LLC
- 9:30am to 9:50am** **LGBT in 2017: A Look at the Latest LGBT Consumer Research**
First presentation of 11th Annual LGBT Community Survey® Results
Thomas Roth, President, Community Marketing & Insights
David Paisley, Senior Research Director, Community Marketing & Insights
- 9:50am to 10:10am** **The Power of Sound for LGBTQs and Allies**
Steve DeLusant, VP Sales, iHeartMedia
Elyse Goldweitz, Brand Manager, K-Y

Updates, registration and more at LGBTweek.com

- 10:10am to 10:30am Influencing the Influencers: How to Authentically Connect with Lesbian Consumers**
Tanya Churchmuch, Founder, Much PR
- 10:30am to 10:50am Networking Break, Sponsored by Q.Digital**
- 10:50am to 11:10am PRIDE @ T. Rowe Price: BRG Evolution, Research and Activation**
Paul Zetti, Head of Offer Management, US Intermediaries, T. Rowe Price
- 11:10am to 11:30am Mercedes Benz: Connecting in all the Right Places**
Todd Evans, CEO, Rivendell Media
- 11:30am to 12:00pm Panel: LGBTQ African American Consumers, Today and Tomorrow**
Jamil Fletcher, Publisher, SWERV Magazine
Lee Soulja-Simmons, Executive Director, NYC Black Pride
Kimberlee Williams, CEO, Femworks
Richard Pelzer, President / Founder, Mega Management
- 12:00pm to 12:25pm Winning Hearts and Minds: MillerCoors and the Business Case for LGBT Sales Teams**
Scott Seitz, CEO, SPI Marketing
Cris Rivera, Coors Light Brand Manager
- 12:25pm to 12:30pm CCGLAR Sponsor Welcome: Celebrating LGBT Argentina Success**
- 12:30pm to 1:30pm Networking Lunch: Videos and Music Presented by the Argentina Tourism Office**
Sample some fine Argentine wine! Seriously!
- 1:30pm to 1:50pm Google & Marketing Inclusivity**
Varune Harnarine, Senior Brand Consultant, Google
- 1:50pm to 2:10pm Wells Fargo and Pride**
John Lake, Vice President LGBT Segment Manager
- 2:10pm to 2:30pm Community Spotlight: How to Reach The Bears**
Richard Jones, CEO, Bear World Magazine
- 2:30pm to 3:00pm Panel: Current Events from an LGBT Perspective**
Noah Michelson, Executive Editor and Founder, Huffington Post Queer Voices
Chris Bull, Editorial Director, Queerty
De'Von Johnson, Founder + CEO, BleuLife Media Group
Todd Evans, CEO, Rivendell Media
Joe Valentino, Senior Vice President, Group Publisher, Here Media
- 3:00pm to 3:25pm Changing Culture = Changing Consumer**
Joe Keenan, Founder, New Avenue Marketing
Andrea Richardson, Director, Multicultural & Diversity Marketing, Hilton
- 3:25pm to 3:45pm Networking Break, Sponsored by Rivendell Media**
- 3:45pm to 4:10pm Leveraging LGBTQ Media to Increase Engagement with LGBTQ GenZ and Millennials**
Scott Gatz, Founder and CEO, Q.Digital
Brandon Tate, Account Director, Rescue Agency
- 4:10pm to 4:30pm Overcoming Gaps in Marketing to Diverse Gender Identities and Sexual Orientations**
Kyle Graden, Director of Community Engagement & Education, Open For Service
- 4:30pm to 4:50pm Bricks and Clicks in the LGBT Market**
Kobi Ben-Meir, CMO, Love and Pride LLC
Jon Mitchell, COO, Lucent Jewelry
- 4:50pm to 6:00pm Closing Remarks and Hosted Networking Reception sponsored by Pernod-Ricard**

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