

A Productive Day of Education and Networking: Research, Insights, Strategies and Case Studies

4th Annual

GAY & LESBIAN MARKETING CONFERENCE

New York City • Friday, April 29, 2011

9:00AM-6:30PM • KIMPTON EVENTI HOTEL • 6th AVE @ 30th ST.

Community Partners



Media Partners



Preliminary Agenda: As of April 12, 2011

Information & Registration: www.LGBTMarketingConference.com

Morning Presentations

- 9:00am Opening remarks and welcome; orientation to the day
- 9:10am John Lake, Director of Corporate Development, Human Rights Campaign
- The special significance of business/community relationships in LGBT connections and communications.
 - Leveraging your HRC Corporate Equality Index ranking
- 9:30am David Paisley, Senior Research Director, Community Marketing, Inc.
Thomas Roth, President, Community Marketing, Inc.
- There is no “LGBT Market.” Segmentation findings and interpretations from the latest research can lead your company to diverse new business opportunities.
- 10:30am *Networking Break*
- 10:45am *The Business of LGBT Business*
Darren Spedale, Founder, StartOut and Richard Oceguela, President, NGLCC-NY
Thomas Roth, President, Community Marketing, Inc.
- Leveraging Diversity to Your Advantage
 - NGLCC Certification and Supplier Diversity
 - The Newest Niche: Breakthrough research is uncovering a significant new LGBT B2B market segment. We call it the “Multiplier Marketing” effect, and corporations can leverage it to maximize LGBT ROI.
- 11:15am Matt Skallerud, President, Pink Banana Media
- Case Studies and Best Practices: How small and large businesses alike are leveraging social media to earn LGBT brand loyalty and market share

Keynote Luncheon, Sponsored by Advocate.com

- 12:30pm Thomas Mathes, General Manager, Eventi, A Kimpton Hotel
- The Kimpton Case Study: How Kimpton incorporated LGBT into a culture of Diversity, Fun and Care to create a brand that goes well beyond just “gay-friendly.”

Afternoon program: See next page

Afternoon Presentations

1:45pm *Leveraging Pride, Community Events and Promotions*

Jerime Black, LGBTQ Sales & Marketing Manager, Barefoot Wine

- The Lovemarks of this century will be the brands and businesses that create genuine emotional connections with the communities and networks they live in.

Tom Legan, President, Legan Promotions, Inc.

- How to Promote Your Business to the LGBT Community Through Consumer Event Marketing

2:30pm *Lesbian Marketing Panel*

Merryn Johns, Editor in Chief, *Curve* Magazine

Jessica Rothschild, Senior Entertainment Editor, Autostraddle

- Lesbian consumers are often depicted as marginal, reluctant or elusive, when in fact the opposite is true. You just need to know how to find them. How to effectively reach the lesbian community via print media, the Internet, events and sponsorships.

3:15pm *Networking Break*

3:30pm *Mobile Communications*

Scott Gatz, Founder and CEO, GayCities

- Getting found & standing out: Mobile Phones, Location Based Services, where do you fit in? This session will get you up to speed on the trends in Mobile and Location Based Services and what all this means for your planning process.
- LGBT Search Engine Optimization.

4:15pm *Public Relations and Media*

Stephen Lucin, Intercontinental Style

Cathy Renna, Renna Communications

- This presentation will explore creative approaches to reach LGBT consumers, by earning media attention.

4:45pm *Making the Most of your Budget, Large or Small, and Tracking Results*

Serge Gojkovich, President, Gay Consultants, Inc.

David Paisley, Community Marketing, Inc.

- Synthesizing the Day's Information Overload: Strategies to get the most out of a media or sponsorship purchase, no matter what the budget. Plus: How to measure that elusive Return on Investment.

**5:30pm Networking Reception with Out Professionals
Bar Basque, Hotel Eventi**