12th Annual LGBTQ Marketing & Advertising Symposium

MORNING SESSION

8:00am to 9:00am Networking Breakfast

9:00am to 9:10am: Introductions

9:10am-9:35am
The Real Thing: An Insider’s Look at Coca-Cola’s Efforts to Market the World’s Best-Known Brand to LGBTQ Consumers
An insider’s, behind the scenes look into Coca-Cola’s efforts to rebuild its reputation and authentically market the world’s best-known brand to LGBTQ consumers following a significant challenge to the company by international LGBTQ activists in 2013. Key elements of Coke’s success include an independent audit of policies, practices and perceptions relating to LGBTQ stakeholders; broad based internal reforms and a more strategic approach to external affairs. Among the innovations in its external affairs is the Next Generation LGBTQ Leaders Initiative which Coke launched in 2016 to provide leadership development programs to young LGBTQ professionals. After two years of success, in 2019 Coke spun NexGen Leaders off into an independent leadership development organization for young LGBTQ professionals that has nation-wide aspirations and that now welcomes the participation and support of other companies in addition to Coke.

- Lillian Rodriguez Lopez, Former Vice President, Customer Public Affairs Support and Stakeholder Relations, The Coca-Cola Company
- Dr. John E. Tedstrom, Founder and CEO, Tedstrom Associates, LLC

9:35am to 10:00am
CMI’s 13th Annual LGBTQ Community Survey: Debut presentation on the results of the survey on 10,000 LGBTQ Americans, and what the findings mean to you.
CMI's LGBTQ Community Survey® is the longest-running (13 years), largest (45,000+ participants), most representative (150+ countries) and diverse (LGBTQ+) study of its kind. Gain practical insights about the demographics, purchases, interests and motivations of the community, and explore opportunities across LGBTQ segments.

- Thomas Roth, Founder, Community Marketing & Insights
- David Paisley, Senior Research Director, Community Marketing & Insights
Thanks for hosting!
10:00am to 10:25am  
**The Value of Understanding Cultural Complexity**  
Join a discussion about the importance of intersectionality in unlocking inclusive branding, the value of understanding cultural complexity, and how we can transform multi-dimensional marginalization into multifaceted marketing opportunities. We will do this with the founder of Rolodex, an organization focused on the development of gay black men of African descent and the Group Campaign Director for The Ad Council.

- Luzerne V. McAllister II, Founder, Rolodex Global
- Sheri Klein VP, Group Campaign Director, The Ad Council

10:25am to 10:45am  
**Networking Break sponsored by Grindr**

10:45am to 11:10am  
**Putting the Cause in Cause Marketing**  
Building authentic, cross-sector partnerships is an important part of any cause marketing campaign. By supporting a nonprofit, corporations can inject direct impact into their campaigns and show consumers that they have a real commitment to the LGBTQ community. But many partnerships struggle to find the right balance between Cause and Marketing, which can lead to campaigns that seem disingenuous to consumers, and partnerships that lack the desired impact for the nonprofits involved. Join The Trevor Project and Macy’s, both organizations experienced in building innovative cross-sector partnerships and cause marketing campaigns. We will share concrete tips and best practices for successful cause marketing campaigns, including how to be an all-star partner to the nonprofits you support!

- Shira Kogan, Corporate Development Manager, The Trevor Project
- Lauren Anania, Director, Cause Execution, Macy’s

11:10am to 11:30am  
**LGBTQ Media: It’s evolution in an ever-changing world.**  
Print/Digital/Social: What you need to know about marketing to today’s LGBTQ Community. Champions and challenges in the media world right now. What is working, and what agencies want vs. what clients need.

- Todd Evans, President & CEO, Rivendell Media

11:30am to 12:15pm  
**A Fresh Take on LGBTQ Influencers in 2019**  
We’ll be meeting a new set of faces in the world of LGBTQ influencers, and with them, a fresh set of voices. We’ll learn more about how these folks have navigated and grown up with the ever-changing digital landscape, and how they’ve adapted to mediums such as podcasts, as well as how they’ve learned to take photos, videos and the written word and bring them to life in a way that combines some traditional elements alongside some of the new.

- Matt Skallerud, President, Pink Banana Media, Moderator
- Tommy DiDario, Panelist
- Manny Velasquez-Paredes, Connexions Magazine, Panelist
- Tommy Geraci, Teeco 71 Entertainment, Panelist
CHEERS TO THE FEARLESS
38 YEARS OF CELEBRATING EQUAL LOVE
ABSOLUT.COM/PLANETEARTH
12:15pm to 12:30pm
Pride of the Americas, April 21-26, 2020, Greater Fort Lauderdale
We are looking forward to welcoming hundreds of thousands of people to our community, where diversity and inclusion truly shine. As the Presenting sponsor, we are working very closely with Pride Fort Lauderdale to make the very first Pride of the Americas an important, historic and transformational event. We’re planning an exciting schedule, including Health, Education and Business Conferences, a Performing and Visual Arts Festival, Fashion Show, daily sunset concerts, and a fabulous parade, all culminating with a spectacular festival and fireworks on Fort Lauderdale Beach.

- Richard WB Gray, SVP, Diversity & Inclusion, Greater Fort Lauderdale Convention & Visitors Bureau

12:30pm to 1:30pm
Lunch sponsored by Greater Fort Lauderdale Convention & Visitors Bureau
Catered, at Google (vegan and gluten-free options available).

AFTERNOON SESSION

1:30pm to 1:55pm
PRIDE: Unity + Community
Why aren’t more advertisers creating great creative for the LGBTQ community? Examples of the clients who are, and those who are using the medium to promote that Pride is 365 day a year.

- Orlando Reece, CEO, Pride Media
- Greg Brossia, EVP Sales, Pride Media

1:55pm to 2:20pm
How to Reach the Gen Z Audience: Creating an Identity-Driven Brand for the Next Generation of Queer Consumers
Did you know that 55% of all global consumer purchasing power is between the ages of 13-40. Generation Z is almost double the size of the Millennial generation and by the time 2030 rolls around Millennial and Gen Z will make up over 75% of all consumer purchasing power globally. 20% of Millennials identify as LGBTQ but 52% of Gen Z will not declare a gender or sexual orientation and will search for community within the Queer spectrum. This talk will cover the growing demand for brands to become cause and mission driven. How to reach a more targeted audience through data and analytics. How does this affect your bottom line. How do you reach this demographic and how media is playing an important part in targeting Gen Z.

- Damian Pelliccione, CEO / Co-Founder, REVRY
- Chris Rodriguez, CBO / Co-Founder, REVRY

2:20pm to 2:45pm
The Change Audit: Reframing Your Diversity, Inclusion and Equity Business Communications Strategy For the 21st Century
Incorporating diversity, inclusion and equity within an overall communications strategy is integral to business success, but many companies and organizations fall short in their efforts. In this session, the presenters will provide an overview of a new change-focused communications audit process designed to help companies and organizations understand what they may have been missing in their LGBTQ outreach and engagement, from the hiring process to internal communications to marketing and more. We will discuss the why, how and what of the Change Audit and offer advice and recommendations audience members can apply to their businesses right away.

- Tanya Churchmuch, President of MuchPR, representing The Change Agencies
- Ben Finzel, President of RENEWPR, representing The Change Agencies
In Greater Fort Lauderdale, we welcome everyone who shares our spirit of spontaneity. Discover a colorful collection of cultures, activities and events as unique and individual as you. Visit sunny.org/Pride2020
2:45pm to 3:15pm
Together We Test: A Case Study in Queer Influencer Marketing
A joint client-agency presentation on the evolution of a 2017 content program focused on HIV testing into a 17-person influencer campaign resulting in over 1m impressions, including insights behind the format shift and discussion around influencer research and selection.
- Kayla Coleman, Marketing Manager, Consumer Products, OraSure Technologies
- Matt Wagner, Vice President, Client Services, Target 10
- Logan Fletcher / “Brogan”, Influencer

3:15pm to 3:35pm
Creating Safe, Supportive and Inclusive Spaces: Building Internal Community at Facebook
Building a strong internal LGBTQ+ community is key for us to be able empower the LGBTQ+ community in the world and drive change. We strive to build safe, supportive and inclusive spaces through our Facebook resource group’s efforts. We will share our learnings and best practices on how to drive these culture-building efforts, driving diversity and fostering inclusion.
- Pablo Surace, Global Client Partner + Pride@ Lead, Facebook

3:35pm to 3:55pm
Networking Break sponsored by Pink Banana Media

3:55pm to 4:15pm
Ideas that Worked to Reach the LGBTQ Community
VisitBritain, the national tourism agency for London, England, Scotland and Wales has been marketing to the LGBTQ segment for decades. Their most recent and successful campaign is Love is GREAT Britain. In this session you will hear about the campaign components across the channels and the various methods VisitBritain employs to reach LGBTQ consumers.
- Paul Gauger, Senior Vice President, The Americas, VisitBritain

4:15pm to 4:35pm
Learning from Case Studies: Approaches to Lesbian Market Success in 2019
What do LGBTQ women want, and how do you reach them? Using recent examples from a variety of successful campaigns, and featuring unique imagery, we’ll look at how to create an authentic campaign that targets and speaks to an increasingly diverse demographic.
- Merryn Johns, Editor-in-Chief, Curve Magazine

4:35pm to 4:55pm
Fireside Chat
Google Pride: A Conversation with Brendan Snyder and Davis Knaub on How LGBTQ+ Perspective Has Shaped Their Work at Google.
- Brendan Snyder, US Multicultural Business Consultant, Google
- Davis Knaub, Brand Marketing, Google

4:55pm
Bringing the LGBTQ World to LGBTQ-Welcoming Argentina
- Pablo De Luca, CCGLAR
- Gustavo Noguerra, CCGLAR

5:00pm to 6:00pm
Networking Reception
Sponsored by Pernod Ricard/Absolut Vodka and Argentina Tourism
Salinas Grandes, Norte Argentino

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ARGENTINA LGBT

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