



The Real Deal About Latinos Online

Juan Torno

CMO and partner at Cultural Strategies and blogger at Hispanic Trending

Wednesday, June 17, 2009 – 11:30 – 1:00 PM
The Quarry Golf Club - 444 E. Basse Rd.

Do you ever wonder what's really happening with Latinos online? Blogging, Facebook, MySpace, Twitter... Can you keep up with all of it? What's the story?

Come get the "real deal" and a more holistic perspective from one of today's experts on marketing trends and Hispanics online.

Juan Torno, one of the leading Latino marketing and advertising blogger, will give us the "inside scoop" about what Latinos are actually doing online and how Hispanics compare to other segments of the population in terms of adoption and usage trends that are relevant to advertisers and marketers alike.



Torno is a national and international consultant and public speaker. He has worked for more than 12 years on the media, agency and client sides of the marketing and advertising industry, with experience in copywriting, strategy development, media buying and consumer research.

He currently lives in Austin, TX, and will be visiting us in San Antonio on Wednesday, June 17th to share his insights and expertise. So, get your questions ready and come join us for this illuminating luncheon.

EVENT SUMMARY:

Topic: The Real Deal About Latinos Online

Speaker: Juan Torno, leading Hispanic business blogger, journalist, consultant

Location: The Quarry Golf Club, 444 E. Basse Rd., behind the Quarry Market

Parking: Free

Menu: Salad, Entrée, Desert and Beverage

Cost: \$25 AMA members, \$35 non-members, walk-in \$40, Table for 10 \$300

RSVP: RSVP and pay online at www.sa-ama.org, or email RSVP@sa-ama.org by noon Monday, June 15th

No shows: No show and late cancellation policy in effect

