

Understanding the Latino Consumer



International
Marketing, LLC

IM INTERNATIONAL
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Date: 11-27-07

Time: 2:00-5:00 p.m.

Location: Kansas City Public Library
14 W. 10th Street
Kansas City, MO 64105

Make your reservations at:
info@imintl.net

Please include your name,
company name and contact
information.

COST: \$35.00

Checks to the order of
IM International Marketing, LLC
and Cash only



IM International Marketing, LLC is proud to present one of the most innovative Hispanic seminars ever done in the U.S. Three experienced professionals will address three of the hottest topics in the U.S. Hispanic marketplace today.

Hispanic Consumer Marketing

Latin American marketer, Claudio Perez-Korinko of IM International Marketing, LLC will present on the current "promotional needs" for reaching the U.S. Hispanic consumer in their own terms.

Complying with U.S. Immigration Law

Business Immigration Attorney, Mira Mdivani of Mdivani Law Firm will address "issues" on how businesses should comply with U.S. immigration law without engaging in unlawful discrimination.

Cultural Training in the Workforce

Diversity trainer, Emmanuel Ngomsi, Ph.D., of Universal Highways, Inc. will address "factors" on how to enhance cross-cultural communication and problem-solving skills in the workplace.