



OVERVIEW

Savvy University's College of Business shares consumer insights and the implications these findings have from a marketing standpoint. We foster an environment for business professionals that is conducive to learning, information sharing and stimulated discussion enabling participants to gain actionable insights that lead to tangible business advantages.

With the multicultural markets growing rapidly, it is increasingly necessary for companies to position themselves on the forefront of cultural understanding and relativity. Marketers must allocate their marketing dollars very strategically by developing culturally relevant campaigns, just as researchers must devote much of their efforts toward understanding these diverse consumer segments.

INTERESTED IN CO-PRESENTING?

Each College of Business course is presented by one of Geoscape's industry experts along with a noteworthy leader in the multicultural marketing industry. Our Co-presenters come from a variety of industries and job functions, but no matter their career titles, they're well-established in the marketing world and have flourished into industry experts.

Being a Co-presenter requires a very minimal amount of time and effort, but a tremendous amount of value for College of Business participants. The courses are completely virtual and thus, afford you the luxury of conducting the webinar from the comfort of your own office. Each webinar is approximately one hour – time for Q&A is factored into this 60-minute period. Your Geoscape Co-Presenter will work with you to develop content for the presentation and fine tune your speaking engagement prior to show time. Participants will be able to hear you speak and see your PowerPoint deck, but will not see you or be able to interact until the course is over. Each course will be recorded and made accessible to any paid participants immediately following the course's conclusion.

We encourage Co-presenter submissions and are constantly searching for thought leaders/pioneers in this arena. If you are interested in being a Co-presenter, please fill out the form below and submit your bio and a brief speaking proposal to collegeofbusiness@geoscape.com.

CHARITABLE CONTRIBUTIONS

It is equally as important for future generations to understand the significance of our diverse nation and be provided the means to further their research endeavors. In an effort to propel market research conducted by universities, all proceeds acquired through the College of Business courses will be donated to the Savvy U



Scholarship Fund, which benefits a number of research initiatives across the U.S. If you are submitting yourself as a Co-presenter and would like to use the funds generated from your webinar for a specific philanthropic organization/educational program, please specify on the form below.

WHO ATTENDS THE COURSES?

Participation in the College of Business courses is open to anyone – attendees are not required to be Geoscape clients or clients/members of the Co-presenter's company/organization. Co-presenters are encouraged to invite their clients/members, as well. Our attendees vary from seasoned professionals to students simply seeking to further their knowledge of the multicultural marketing industry. Each course has a \$100 registration fee or attendees may elect to sign up for an annual subscription for \$500 allowing them access to all courses presented throughout the year. Attendees are also provided access to download a PDF version of the presented deck, a video recording of the presentation, and a podcast.



COURSE SCHEDULE

February 11th, 2010 1:00-2:00 p.m. EST

"Why In-Culture Marketing is Critical to the Long Term Success of Any American Enterprise"

Presenter(s): César M. Melgoza, Founder & CEO; **Geoscape** and Felipe Korzenny, Ph.D. and **Director of the Center for Hispanic Marketing Communication**

Understand why marketing to high-growth segments such as Hispanics, Asians and African Americans is key to securing growth for corporations across industries. Get facts and figures that impact corporate strategy at all levels of management and see why in-culture marketing should be mandatory for most corporations.

Benefitting Organization: FSU

April 7th, 2010 1:00-2:00 p.m. EST

"Tapping Into the Underserved & Uninsured Markets"

Presenter(s): William Somerville, Industry Leader – Insurance & Real Estate; **Geoscape** and Gabriel R. Sanchez, Ph.D., Assistant Professor; **University of New Mexico**

The Healthcare Reform is one of the most significant debates in Washington. The multicultural markets represent a tremendous growth opportunity for Health insurers, as the U.S. Hispanic population alone has more than doubled in size in the past 15 years. It is critical that providers and insurers identify under-served populations and understand the needs and preferences among different language segments in order to acquire new and retain current policy holders.

Benefitting Organization: Robert Wood Johnson Foundation - Center for Health Policy

May 12th, 2010 2:30-3:30 p.m. EST

"Building the Business Case for In-Culture Marketing"

Presenter(s): Carlos Cordoba, Marketing Strategist; **Geoscape**

Grizelle De Los Reyes, CEO & President; **2020 Advertising**

Fernando De Los Reyes, Chairman & Chief Creative Officer; **2020 Advertising**

Now that you understand the significance of capturing the growing ethnic market; learn how to create a strong business case to encourage your executives. This course will show you how to win-over top management in order to allocate budget and support to actively target culturally-diverse consumers.

Benefitting Organization: Savvy U Scholarship Fund

June 16th, 2010 1:00-2:00 p.m. EST

"Leveraging Your Customer Information File to Gain Actionable Insights and R.O.I."

Presenter(s): David Mesas, Industry Leader - Agency & Direct Marketing; **Geoscape** and Andres Reyes, Strategic Alliances and Hispanic Marketing; **First Choice Power**

This webinar will show you how to properly identify customers in a way that will help you improve customer service, increase sales lead generation and generate substantial returns for your company.

Benefitting Organization: TBA

July 8th, 2010 1:00-2:00 p.m. EST

"Corporate Cultural Audit"

Presenter(s): Arthur Rockwell, Vice President; **Geoscape**

It is vital for corporations to help their clients analyze current distribution and compare human resources to ensure linkages between advertising messages and in-store experiences. This course will discuss the significance of unifying all cultural touchpoints.

Benefitting Organization: TBA

August 5th, 2010 1:00-2:00 p.m. EST

"Leveraging Your Media Dollars in a Dynamic Environment"

Presenter(s): César M. Melgoza, Founder & CEO; **Geoscape**



With the increasing focus on R.O.I. in advertising and the increasing complexity of media options, learn how to reach customers through media channels that resonate with their cultural backgrounds for branding and promotional endeavors.

Benefitting Organization: TBA

September 9th, 2010 1:00-2:00 p.m. EST

"Optimizing Distribution of Packaged Goods Through Retail"

*Presenter(s): Carlos Cordoba, Marketing Strategist; **Geoscape** and Juan Motta, Head of Emerging Markets - Domestic; **Nestle***

Are you reaching the right customers in the optimal way? This webinar will teach you how to analyze specific consumer segments connection between food consumption and culture, tap into their buying power, and properly analyze which products to sell.

Benefitting Organization: TBA

October 7th, 2010 1:00-2:00 p.m. EST

"Corporate Governance"

*Presenter(s): Arthur Rockwell, Vice President; **Geoscape***

Having a diverse corporate Board of Members is critical to business success. In order to effectively reach consumers in a culturally diverse environment, there must be multicultural representation within any organization. This webinar will discuss the importance of ensuring your organization is equipped with a culturally diverse Board of Members.

Benefitting Organization: TBA



COLLEGE OF BUSINESS SPEAKER PROPOSAL

1. BASIC INFORMATION

Name:

Company:

Title:

Industry/area of expertise:

Phone:

Email:

2. BACKGROUND

How did you hear about Savvy University's College of Business?

Why are you interested in co-presenting?

Which course would you prefer to co-present? (You may also submit your own ideas for course topics.)

What is your benefitting program/organization of choice?

Thank you for your interest in becoming a Savvy University College of Business Co-presenter. Please email or fax your proposal to collegeofbusiness@geoscape.com or 305-860-6161. A Geoscape representative will be in touch with you within three business days to discuss next steps.