



Asia
Society®

Global Talent Initiatives

Driving Market Share by Engaging Asian American Talent

Thursday, December 11, 2014 | 12:00 PM PST | 3:00 PM EST
DURATION: 1 HOUR

Asian Pacific Americans (APA) are a growing presence in the United States – both in numbers and economic power. However, according to the 2014 Asian Pacific Americans Corporate Survey, only 56 percent of the surveyed APAs believe that their company draws on the expertise of APA employees when trying to develop global and local market opportunities.

This engaging web seminar explores best practices from two leading companies: Marriott and New York Life.

Attend this live, interactive webinar to learn how to:

- Develop strategic market initiatives through leveraging APA talent.
- Engage APA talent to generate ROI opportunities.
- Gain insights to cost-saving ideas and productivity enhancements that benefit business operations.
- Identify the needs and preferences of APA consumers – and explore what that means for your business strategy and workforce.

MODERATOR:



Betty Lo
Vice President,
Community Alliances &
Consumer Engagement,
Nielsen

SPEAKERS:



Apoorva Gandhi
Vice President,
Multicultural Affairs
Marriott International



Jane Conti
Vice President,
Target Markets &
Target Recruitment,
New York Life
Insurance Company

2014 BEST PRACTICE COMPANIES FOR MARKET OPPORTUNITIES



RSVP BY DECEMBER 5, 2014

This event is by invitation only. Registrants need to be an employee of a sponsoring company of the 2015 Diversity Leadership Forum. For questions please contact: globaltalent@asiasociety.org

SAVE THE DATE
DIVERSITY
LEADERSHIP
FORUM
JUNE 8–9, 2015

[CLICK HERE TO REGISTER NOW](#)