



## **The Hispanic Market at the Tipping Point: From Niche To Mainstream**

**Executive Hispanic Market Briefing**  
**Speaker: David Perez, CEO Latin Force**  
Member of the Latino Speakers Bureau™

### **Outline:**

- 1. The Impact of Latinos In American Culture and Society**
- 2. The Hispanic Opportunity: The Latest Numbers**
- 3. Media: Cultural and Language Implications**
- 4. Understanding the Hispanic Market Segments**
- 5. Overview: The New Generation Latinos: The Untapped market**
- 6. The Essence of Being Latino: Proprietary research findings**
- 7. How to Reach New Generation Latinos**
- 8. A Starting Point for a Hispanic Market Strategy**