



International Association  
of Business Communicators  
Detroit

## “The Future is Multicultural” A Multicultural Marketing Webinar

By 2044, our population is said to be 50% multicultural. For brands to remain relevant, their **business and marketing strategies need to be adapted** by considering inclusivity. Reaching diverse audiences and consumers requires an authentically and culturally engaging approach considering their spending power of over \$4 trillion.

In this session, participants will learn about the effects of our **growing multicultural population**, and their **increasing buying power** as well as **how brands have succeeded and failed** in their multicultural marketing efforts.



Lydia Michael  
President and Owner

BLEND  
ED  
collective

See you there!



**COST: NO CHARGE**

Register via Eventbrite link  
at the top of this e-blast.

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**Wednesday, November 11th  
8:30 to 9:30 a.m. EST**

Online Event

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