

2021 HISPANIC HERITAGE IN A BOX

Is Your Company Latino-Ready?



WHAT'S IN THE BOX?

1. WORKSHOPS/KEYNOTE PRESENTATIONS ON:

- Effective Strategies to Attract And Retain Latino Talent
- Community Engagement as a Corporate Strategy for Latino Talent Attraction And Retention
- Latino Contributions to The U.S. Economy
- How Latinos Are Changing the Workforce
- Diversity of Latinos as a Tool for More Inclusive Organizations
- Latino-Ready? Steps to Prepare Your Organization for Success
- Latinos And Covid-19: Impact for Colleagues, Employees And Clients

2. JOB POSTINGS

3. COMPANY HIGHLIGHT

4. CUSTOMIZED NEWSLETTERS

WHY AMMORE?

AmMore Consulting is supporting organizations become **Latino-Ready**. Ready to be more diverse, inclusive & equitable for Latino talent.

Marcia Moreno has 15+ experience advancing Latinos by developing culturally competent programs, strategies and systems to diversify workplaces and empower Latino individuals to become a **TRUE ECONOMIC & CULTURAL FORCE**.

She is an **engaging trainer and speaker**, who has delivered hundreds of programs to organizations looking for quality, evidence-based programming.



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INVESTMENT

BOX	WHAT YOU GET				
	WORKSHOP /KEYNOTE	JOB POSTINGS	COMPANY HIGHLIGHT AMMORE NEWS	COMPANY HIGHLIGHT 100+ NEWS	CUSTOMIZED EMAIL NEWSLETTERS
BASIC \$1,000	✓				
PLUS \$1,500	✓	✓			
DELUXE \$2,500	✓	✓	PICK 1		
PREMIUM \$3,500	✓	✓	✓	✓	✓

MORE INFORMATION

WORKSHOP/KEYNOTE

- Selected from topics provided. Some customization and industry based information can be included.
- Conducted in-person (50 attendee max.) or virtually (100 max.). No recording.
- Duration: 45 to 60 minutes.

JOB POSTINGS

- In AmMore Newsletter:
 - Customized banner including: company logo + company name + job posting link.
 - To be sent monthly between 9/15 and 12/15 (total of 4) to **500+ high performing, high potential Latino professionals in Greater Cleveland.**
- In AmMore Website:
 - Customized banner including: company logo+ company name + link to career/job postings, **OR** company logo+ company name + job title + link to specific job posting.
 - To be included in **AmMore's website** under JOB BOARD section between 9/15 and 12/15.

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MORE INFORMATION

COMPANY HIGHLIGHT IN AMMORE NEWSLETTER

- To be sent on 9.15 and 10.15 to 1,000+ subscribers, including 500+ high potential, high performing Latino professionals.
- **Includes:**
 - Company logo
 - Company description
 - Company link
 - Interview to company Latino professional leader OR DEI leader about current initiative or programming.
 - Picture of interviewee

COMPANY HIGHLIGHT IN 100+ LATINOS CLE MUST KNOW NEWSLETTER

- To be sent twice on 9.30 and 10.30 to 200+ Latino professionals included in cohorts 2020 and 2021 of the 100+ Latinos CLE Must Know.
- **Includes:**
 - Company logo
 - Company description
 - Company link
 - Interview to company Latino professional leader OR DEI leader about current initiative or programming
 - Picture of interviewee

CUSTOMIZED EMAIL NEWSLETTERS

- **Welcome Email:**
 - General info about Hispanic Heritage Month, history, significance and a brief description of the month ahead.
- **Four weekly emails:**
 - Sent weekly on Friday for organization-wide distribution on Monday, highlighting cultural and historical aspects of Latinos in the U.S. and in Latin America.
 - Emails also feature Latino figures who have contributed in different industries, cultural aspects, including but not limited to: Latina Women, Latinos who were “firsts”, Latinos in Science & Technology (or the field of company); Latinos in Cleveland or Ohio; Latinos in the Arts.
- **Customized header/banner:**
 - Company/ERG logo + HHM Branding

RESERVING AND OTHER DETAILS:

- Selected box to be paid in 2 installments: 50% at contract signing (to be signed no later than 9.1.21); and 50% day of workshop/ keynote & no later than 10.31.21 (whichever comes first).
- All boxes include a 60-minute intake call + 30 minutes tech call. Premium Level includes two 60-minute calls to prepare newsletters + tech call. All subsequent meetings will be charged at \$100 per hour rate.
- For full customization, add \$1,000.

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WORKSHOP/KEYNOTE DESCRIPTIONS

1.EFFECTIVE WAYS TO ATTRACT AND RETAIN LATINO TALENT:

This presentation will focus on highlighting the unique characteristics of the Latino culture and its impact on the workplace. We will address key differences between the U.S. mainstream culture and the Latino culture and provide effective approaches on how to attract, manage, engage, and grow Latino talent.

2.COMMUNITY ENGAGEMENT AS A CORPORATE STRATEGY FOR LATINO TALENT ATTRACTION AND RETENTION:

Community engagement, known also as corporate social responsibility, is not only the right thing to do; it also provides concrete benefits to your bottom line. In this session, companies will learn about the landscape of mission driven organizations that serve the Latino community in Cleveland and what are some opportunities for developing a community engagement strategy that can fulfill corporate social responsibility while supporting the attraction and retention of diverse talent to your organization.

3.LATINO CONTRIBUTIONS TO THE U.S. ECONOMY:

By 2050, Latinos will comprise one quarter of the population. By 2060, one in every three women will be Latina. Latinos GDP is 2.6 Trillion. Among the 10 largest GDPs, Latino is the single fastest growing. If it were a standalone economy, it would be the 8th largest in the world. In this session, we will better understand the economic contributions Latinos are making to the U.S. and how important is for companies to reach and attract the Latino market.

4.HOW LATINOS ARE CHANGING THE WORKFORCE:

Currently, Latinos represent 16% of the overall U.S. labor market and will account for one out every two new workers entering the workforce by 2025. About 66,000 individuals are turning 18 every month. The number of Latino Millennials and the projected rapid growth for the overall Latino demographic are expected to be catalysts for significant changes to the U.S. workforce. This session will touch on statistics demonstrating their growing influence as drivers of economic productivity and entrepreneurs.

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WORKSHOP/KEYNOTE DESCRIPTIONS

5.DIVERSITY OF LATINOS AS A TOOL FOR MORE INCLUSIVE ORGANIZATIONS

The U.S. Latino population is diverse, multilayered and complex. Represented among the almost 60 million Latinos are individuals who trace their heritage to 20+ nations worldwide. In this session, we will examine the Latino population of the U.S. by its 10 largest origin groups, and better understand demographics and the unique characteristics of each sub-group.

6.ARE YOU LATINO-READY? STEPS TO PREPARE YOUR ORGANIZATION FOR SUCCESS

Are you ready to welcome Latino talent into your organization and make them feel included, respected, valued, so they can thrive and make your organizations succeed? Do you know who they are, what are their preferences, values? What they look for in the workplace? This session will touch on the steps organizations can take to become more inclusive, welcoming and attractive to Latinos, not only as an internal talent strategy but also as a tool for penetrating a key growing market.

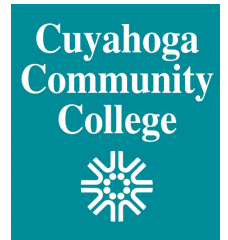
7.LATINOS AND COVID-19: IMPACT FOR COLLEAGUES,EMPLOYEES AND CLIENTS:

Latinos represent 18% of the overall U.S. population, 16% of the U.S. labor market and will account for one out every two new workers entering the workforce by 2025. The projected rapid growth for the overall Latino demographic is expected to be a catalyst for significant changes to the U.S. market and workforce.

Despite this seemingly positive outlook, Latinos still face challenges, such as a higher poverty rate, lack of access to quality education, which in turn leads to lower paying jobs, complex immigration issues, just to name a few.

It is no surprise, then, that this pandemic hit the Latino community disproportionately, and will require that organizations become more intentional, proactive, creative and adaptive to this reality, in order to effectively support their employees and customers, and the community as a whole.

CLIENTS



READY TO BECOME LATINO-READY?
AMMORE.US

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