

NATIONAL LATINA *Symposium*

SYMPOSIUM INFORMATION 2016

Background

Latinas in the United States are an economically and socially powerful sector of the United States population. There are over seven million Hispanic women in the workforce and Latinas represent the fastest growing segment of the small business community today. Latinas are primarily responsible for nearly all major household purchases. Their unique lifestyle, concerns, and needs differentiate them from the general population. In addition, we can't forget that Latinas are continually excelling in non-traditional roles and industries.

The Concept

LATINA Style, the premier publication addressing the needs of the US Latina workingwomen, is proud to present another component of unique services specifically geared towards Latina empowerment. The National LATINA *Symposium* is a one-day event that will take place on September 8, 2016 in Washington, DC. The purpose of the symposium is to ascertain, through round-table discussions, as well as in-depth surveys, the status of the Latina professional working woman in the United States.

You are invited!

LATINA *Style* is proud to invite your company to participate in this unique opportunity to directly reach this demographic, specifically towards the empowerment of Hispanic women. As a sponsor of the 13th Annual National LATINA *Symposium*, you would be recognized as a valuable partner of the Hispanic community. The National LATINA *Symposium* brings together over 500 Hispanic professional women, business owners and community leaders from coast to coast.

The Program

On September 8, 2016, we will host our **13th Annual National LATINA *Symposium***. The event will commence with a ceremonial breakfast following a series of workshops that will allow participants to learn about issues such as: advancing Latinas in the workplace, entrepreneurship & business, emerging technology trends, wealth creation & financial security, political leadership, professional development and balancing health, career & personal life. During the Awards Luncheon, LATINA *Style*, the premiere organization honoring Latina achievements, is proud to present the Distinguished Military Service Awards recognizing leadership, accomplishment, and commitment. This is followed by an afternoon of networking activities.