

## DIVERSITY COMMITTEE

*Selected November 2007 Dates to Remember  
(From the Multicultural Calendar 2007)*

- o Nov: National Native American/Canadian Month*
- o Nov 7: Take Our Kids to Work*
- o Nov 9: Diwali (Sikh)*
- o Nov 11: Remembrance Day*
- o Nov 13: International World Kindness Day*
- o Nov 20: Transgender Day of Remembrance*
- o Nov 20: Universal Children's Day*
- o Nov 25: International Day for Elimination of Violence Against Women*

Order your **2008** version from  
[www.multiculturalcalendar.com](http://www.multiculturalcalendar.com)  
Electronic and hard copy versions are available

### **WELCOME TO 3 NEW COMMITTEE MEMBERS**

**Ana Maria Escovar**

Employment Counsellor with Youth Opportunities Unlimited

**Lisa Shipman**

Executive/Communications Assistant with Goodwill Industries

**Evelina Silveira**

Owner of Diversity @ Work in London

We're very excited about the passion and commitment these women bring to Diversity initiatives in London and District!

### **TAPPING INTO EMERGING MARKETS: AN INTRODUCTION TO MULTICULTURAL/ETHNIC MARKETING**

There's a solid business case for diversity! It can help:

- Fill jobs
- Save money
- Increase sales
- Enhance productivity
- Gain a global advantage
- Solve problems innovatively
- Create a positive public image
- Support our local community
- Create a healthier work environment
- Avoid discrimination-based lawsuits...

As you're building your case for diversity, do you know how to:

- Identify emerging ethnic markets locally as well as nationally?
- Cultivate and sustain profitable relationships with a number of multicultural communities within London and District?
- Create an ethical ethnic marketing plan?
- Tap into London's booming ethnic media?

Those of us who attended this workshop on October 10 now do! Evelina Silveira, our facilitator, opened our eyes to a number of possibilities. Consider:

Jay Conrad Levinson's book "Guerilla Marketing"

- o New immigrants don't have any brand loyalty yet...and don't need to assimilate as they one used to

The stats

- o Between 2006 and 2017 Canada is expected to grow by 10% to 35 from 32 million
- o More than 80% of that growth will come from people of colour
- o These are younger populations than that of other Canadians

The markets

- o Ethnic markets tend to be easier to reach geographically because they tend to live in certain areas of cities
- o There is growing demand for a wide range of products and services

The challenge

- o In order to seize these opportunities, we need to learn new ways of marketing products and services
- o Key to designing an effective relationship marketing plan is identifying their unique cultural beliefs, values, symbols and practices
- o Ethical marketing is very important to ethnic markets
- o It's not as simple as a straight translation: Nova ("no-go") wasn't the best name for Chevy's car in Spanish speaking countries!

The resources

- o London has a fast growing ethnic media
- o We met with representatives of the Arab, Chinese, French, Hispanic/Latin and Polish presses and heard about their capabilities for translation and multi-media marketing

The ROI

- o All business/organizations can benefit from ethnic marketing
- o Not only is it cost effective and affordable, it provides *the* competitive edge

For more information, please contact Diversity @ Work in London

[www.diversityatworkinlondon.com](http://www.diversityatworkinlondon.com)

## **NEW RESOURCES**

### **The LD Speakers Bureau**

Do you know what a LD is?

Do you have someone working for you that you suspect might have an LD?

If you have questions and would like to become more informed about LD's please call:

ATN Access Inc.

519.433.7950

[info@atn.on.ca](mailto:info@atn.on.ca)

[www.atn.on.ca](http://www.atn.on.ca)

### **Newsletters**

Sign up for FREE newsletters...

**Diversity @ Work in London** (quarterly)

[www.diversityatworkinlondon.com/services.htm](http://www.diversityatworkinlondon.com/services.htm)

**LD Edge** (monthly; re: learning disabilities, accommodations, resources)

[itat@atn.on.ca](mailto:itat@atn.on.ca)

## **UPCOMING EVENTS**

### **November 22, 2007**

**First Annual Career and Diversity Forum: Employment Diversity at its Best**  
HRPAO ([www.hrpa.org](http://www.hrpa.org))

### **November 29, 2007**

**Recruiting and Retaining a Diverse Workforce (8.30 – 11.30)**  
and

**The Ontarians with Disabilities Legislation (1.30 – 4.30)**

Diversity @ Work in London ([www.diversityatworkinlondon.com](http://www.diversityatworkinlondon.com))

### **December 3-4, 2007**

**Workplace Diversity & Inclusiveness Forum**

Conference Board of Canada ([www.conferenceboard.ca](http://www.conferenceboard.ca))

### **January 25, 2008**

**Immigrant Employment Summit**

London/Middlesex Immigrant Employment Task Force

### **February 7-8, 2008**

**Building a Diverse Organization**

Federated Press (1.800.363.0722)

## **NEXT EDITION**

If you missed London's second annual **Ability First Conference (November 6)**, we'll share the highlights!