Marketing Diversity: MRS Conference Reveals How To Translate Multi-Cultural Insights Into Successful

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In todayâ€™s world of multi-cultural influences, diverse ethnicity and conflicting social agendas, how do you develop a marketing campaign to engage everyone effectively?

Spend on communicating with diverse ethnic groups has increased in recent years, as more brands and products come to the shelf offering products tailored to individual markets. But with this desire to engage comes a need to understand the influencers and drivers behind these audiences â€“ and crucial to this, is market research.

MRS and Research Conferences is holding the first ever one-day conference focused on examining niche, multi-cultural consumers at Sadlers Wells, London, on Thursday 19 June.

Diversity in focus aims to provide professionals across the marketing and broader business world with information and previously untapped insights to increase their understanding of how to market to a multi-cultural audience. The conference sets out to define diverse audience segments, identify key market trends, predict future developments, and outline â€“ with the help of real life case studies â€“ new and innovative approaches to multi-cultural market research.

Chaired by Paul Edwards, CEO of Research International UK, the conference will present high level speakers from across the public and private sectors. These include Dianah Worman OBE, the Chartered Institute of Professional Developmentâ€™s Diversity Advisor, who will share information on what laws and policies businesses need to keep check of, and how to develop a strong diversity strategy to support business goals, and Jo Fraser, Business Change Director at Barclays, who will make the business case for marketing to the lesbian and gay community.

The day opens with an address from Caroline Gooding, Programme Director of Diversity Works for London, at the LDA. She will question with â€˜What is diversity?â€™, looking at how it influencers research and delivers a deeper understanding of economic audiences. She will also draw on different methodologies available for understanding and engaging these audiences and touch on key international issues such as European enlargement and asylum policy to fuel the debate.

MRS conference organiser, Sophie Russell-Ross, is positive that the event will arm delegates with crucial information on a controversial and increasingly important theme. She comments: "Research into multi-cultural and ethnic groups is relatively unchartered territory â€“ but by definition should form a central plank of any new product launch or communication strategy. The UK is made up of a huge range of diverse groups with their own influences, concerns and priorities â€“ and a business cannot engage these audiences without understanding and applying these insights effectively."

The conference will be held on Thursday 19 June from 8.30am until 5.30pm at Sadlers Wells, London. For more information or to book a place please visit www.research-live.com/conferences or email James Coyle at james.coyle@mrs.org.uk .