



Registration

8:45 am

Welcome

10:00 am

Edith Ramirez
Chairwoman, Federal Trade Commission

THE CHANGING DEMOGRAPHICS OF U.S. CONSUMERS

10:15 am

Moderator:

Monica Vaca, Acting Director, Division of Consumer Response and Operations, FTC

- x Jennifer Ortman, U.S. Census Bureau
- x Rolf Penda, Urban Institute, Mapping America's Future Project
- x Mark Lopez, Pew Research Center

MARKETING TO DIFFERENT CONSUMER POPULATIONS

11:15 am

Introduction by:

Daniel Salsburg, Acting Chief, Office of Technology Research & Investigation, FTC

Research Presentation

- x Yannis Spiliopoulos, Columbia University
- x Vincent Toubiana, Commission Nationale de l'Informatique et des Libertés

Panel Discussion

Moderator:

Kati Daffan, Acting Assistant Director, Division of Marketing Practices, FTC

- x Orlena Blanchard, TheJoy Collective
 - x Xenia Boone, Direct Marketing Association
 - x Edward Chang, Asian American Advertising Federation (3AF)
 - x Horacio Gavilán, AHAA, The Voice of Hispanic Marketing
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THE CHANGING CONSUMER
DEMOGRAPHICS.
An FTC Workshop - December 6, 2016