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Multicultural Marketing Expert Hernan Tagliani to Speak at Orlando Public Library

Mind Your Business, the Orange County Library System's series for entrepreneurs, students and anyone who wants to get ahead in business, will host local multicultural marketing expert Hernan Tagliani on December 5 at the Orlando Public Library (101 E. Central Blvd.). Tagliani, president and founder of the Group Advertising and author of *The Hispanic Market for Corporate America: How to Make Your Brand Culturally Relevant*, will speak about how to craft a multicultural marketing strategy that can help your business appeal to a Hispanic audience.

Tagliani will address the dos and don'ts of reaching out to the Hispanic market, and he'll discuss the elements you'll need to make your business stand out to a multicultural audience.

The event will take place in the Albertson Room on the third floor of the Orlando Public Library on Monday, December 5 at 6:30 p.m. The event is free, and representatives from the media are welcome.

For more information about Tagliani or the Group, visit thegroupadvertising.com. For more information about the Orange County Library System's events and classes for business, visit ocls.info/mindyourbusiness.

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