57th Annual Latin American Conference

Multi-Sector Partnerships and Strategic Communications in the Americas:

Business, Government, Community

Hosted by:
University of Florida's
Center for Latin American Studies and
The College of Journalism and Communications

February 7 & 8, 2008
University of Florida, Gainesville, FL
J. Wayne Reitz Union

For more information and online registration: **www.latam.ufl.edu / www.jou.ufl.edu**

UNITING FOR SOLUTIONS

The 57th Annual Latin American Conference

of the University of Florida's Center for Latin American Studies is being organized this year in association with the College of Journalism and Communications.

Uniting for Solutions / Multi-Sector Partnerships and Strategic Communications in the Americas: Business, Government, Community provides a unique opportunity to examine how corporate social responsibility, philanthropy, strategic planning, community participation, and sustainability can be combined to meet the challenges confronting the Americas. How are successful partnerships built between businesses, communities, and governments to affect social change? How can the field of communications (advertising, public relations, print and broadcast journalism, interactive online media, and alternative or community media) contribute so that multi-sector partners develop a shared vision and work towards common goals? This multidisciplinary conference will bring together scholars and leaders in the field from Latin America and the United States to synthesize their research and experiences with partnership formation.

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