

# PEOPLE en Español Announces Additional Programming and Talent Lineup for 2019 "Most Powerful Women" Conference

**'Más Poderosas' Conference to galvanize professional Latinas to shape the future of business during 'Poderosas Live!' and 'Poderosas PRO!'**

**-- March 15 - 16, 2019 --**

NEW YORK, Feb. 28, 2019 /[PRNewswire](#)/ -- Meredith Corporation's PEOPLE en Español unveils the programming schedule and additional talent lineup for the 2019 'Más Poderosas' –or 'Most Powerful Women' – conference taking place March 15-16 in Miami, Fl. As the conference's first-ever presenting sponsor, Toyota joins the weekend of empowerment with the **all-new 2019 Toyota RAV4** as the featured vehicle.

"We are so thrilled to partner with Toyota as the first-ever presenting sponsor for PEOPLE en Español's eighth annual 'Poderosas' empowerment conference," says PEOPLE en Español Publisher, Monique Manso. "Toyota has been a long-time champion of embracing diversity in the workforce and ensuring inclusivity in its product offerings and the future of mobility, and we are proud to have their support as we gear up to galvanize the professional Latina community in Miami next month."

Tied to the brand's "25 Most Powerful Women" franchise, the two-day women's empowerment conference brings together powerful Latina businesswomen, community leaders, activists, and artists to explore the future of women in business. New highlights this year include the **previously announced Poderosas PRO!**, a two-day networking experience event for professional and managerial-level Latinas.

"Toyota is honored to support this engaging event that celebrates the power of Latinas," said Nancy Inouye, Senior Manager, Media for Toyota Motor North America. "We're just as committed to improving society and the lives of others. We applaud the efforts of all the women who are also driving positive change in the world through their daily efforts in business, politics and education."

Toyota and PEOPLE en Español will share special videos on both @peopleenespanol and @ToyotaLatino highlighting the story of a one of the featured *Poderosas* and showcasing the dynamic versatility of the all-new RAV4. The vehicle will be on site during the two-day conference.

## **"Most Powerful Women" - Poderosas Live!**

Hosted by **Adamari López**, Emmy Award-winner and co-host of Telemundo's "Un Nuevo Día," *Poderosas Live!* is a one-day event that is **FREE and open to the public**, taking place on Saturday, March 16 from 9:30 AM to 6:00 PM at the James L. Knight Center.

Each year, this event convenes prominent Latina businesswomen, community leaders, activists and artists for thought-provoking panel discussions and keynote addresses injecting the invaluable voice of Hispanic women into the forefront of the conversation around the future of business. *Poderosas Live!* gives attendees access to experts, panels and workshops in the areas of finance, leadership, health, entrepreneurship, professional development as well as an opportunity to participate in makeovers, among other activities.

Featured participants to include: **Adamari López, Mayna Nevárez, Michelle Villalobos, Lorraine Cortés- Vázquez, Ana Navarro, Amara La Negra, Elaine King, Iliá Calderón, Nathalie Molina Niño, Jeimy Osorio, Irma Martínez, Armando Correa, Úrsula Carranza, Shirley Velásquez, María Elena Salinas, Giselle Blondet, Gaby Espino and Nely Galán.**

### **Poderosas PRO!**

*Poderosas PRO!* is a two-day (Friday, March 15-16) premium opportunity within *Poderosas Live!* The ticketed experience offers Latina professionals exclusive networking events, keynotes, and workshops – bridging the gap between the most prominent voices in Latina leadership and those looking to learn from them. Session topics range from leadership in business to learning how to empower yourself through your finances.

Tickets can be purchased on [Eventbrite](#) and include **access to the following events:**

#### **Friday, March 15**

- **6:00 PM – 8:00 PM: Poderosas PRO! Networking Cocktail Event:** A relaxed networking event at Barsecco, participants can mingle and meet like-minded executives and grow their professional network.

#### **Saturday, March 16**

- **8:30 AM – 10:00 AM: Poderosas PRO! Keynote Breakfast:** An all-inclusive breakfast featuring Rosie Rios, 43rd Treasurer of the United States and motivational keynote speaker **Nely Galan**, Founder of Adelante Movement, at the Hyatt Regency.
- **Poderosas PRO! Careerism Workshops:** Following the breakfast, participants can choose two of four available workshops conducted in partnership with ALPFA and **Nely Galan**. Topics include:
  - Lead with Conviction to Elevate Performance
  - Building & Leveraging your Personal Board of Directors
  - Power Up and Make Yourself Sponsor Ready

The '*Más Poderosas*' weekend will be led by previously announced top-level executive leaders, such as **Rosie Rios**, 43<sup>rd</sup> Treasurer of the United States, **Roxiny**, singer/songwriter and women's rights activist, **Nely Galan**, producer and Founder of Adelante Movement, and **Lorraine Cortes-Vazquez**, 65<sup>th</sup> Secretary of the State of New York.

Stay tuned for updates via social media [@peopleenespanol #25Poderosas](#). Additional speakers and programming will be announced in the coming weeks.

Sponsors for the 2019 *Más Poderosas* event include presenting sponsor, the **all-new 2019 Toyota RAV4**, returning sponsors **Facebook, Macy's, Neutrogena, Nielsen** and **Planned Parenthood**, as well as **Disney Studios** and Media Partner, **Univision**.

For more information, visit [poderosas.peopleenespanol.com](http://poderosas.peopleenespanol.com).

### **ABOUT MEREDITH CORPORATION**

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### **ABOUT PEOPLE EN ESPAÑOL**

PEOPLE EN ESPAÑOL was launched in 1996 as a special issue and today has become the top-selling Hispanic magazine in the United States. Published 11 times a year, PEOPLE EN ESPAÑOL reaches an audience of 7 million every month with its editorial mix of Hispanic and popular entertainment, fashion and beauty trends and compelling human interest stories. PEOPLE EN ESPAÑOL delivers original editorial content that captures the values, contributions and impact of today's Hispanics in the United States. The brand's social media footprint includes 1,400,000 followers on Twitter, over 4,300,000 "Likes" on Facebook and 1,800,000 followers on Instagram. For daily news, photos, exclusive behind-the-scenes video and celebrity scoops,

visit [www.peopleenespanol.com](http://www.peopleenespanol.com) and follow PEOPLE EN ESPANOL on Twitter at @peopleenespanol.

SOURCE PEOPLE en Español

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