

WORKSHOP

Minority Engagement Workshop

According to the 2020 US Census Bureau, 33% of Georgians are Black, 5%-Hispanic, 2.9%-Asian, 2%-Other. Black eligible voters in Georgia increased by 48% between 2000-2019. With this significant increase in Black voters, Black Georgians have become the largest minority voting bloc in the state—from the Atlanta metro area to Georgia's urban centers., with a significant increase in new voters from Hispanic, Asian, and other Minority Groups.

With these changing demographics, Republicans can no longer depend on winning elections without a certain percentage of the Minority vote. Therefore, Republicans must make every effort to appeal to Black, Hispanic, and Asian voters who are socially and religiously conservative, who are receptive to our message, and believe in our conservative policies.

Members of the Georgia GOP Minority Allied Groups have the experience, expertise, and strategic plans to move the dial on Minority Engagement.



Dr. Lisa Babbage
Moderator

Winning Elections in 2024 will be the number one priority for Georgia Republicans. The following Workshop will discuss the various strategies needed to make inroads into Minority Communities.

LEARN:

- ♦ **Language/lingo barriers**
- ♦ **The ten most critical issues of concerns**
- ♦ **The utilization of specific data analytics for targeting**
- ♦ **Digital Marketing/Communications for the development of specific targeted messages**
- ♦ **Utilization of Social Media Platforms for specific targeted messages**
- ♦ **Development and utilization of Non-Digital Media of specific targeted messages**
- ♦ **The importance of effective communication across cultural and ethnic lines**

PANEL

GEORGIA BLACK REPUBLICAN COUNCIL



Dr. Camilla J. Moore



Min. Vivian Childs

GEORGIA HISPANIC REPUBLICAN ASSEMBLY



Ms. Carla Eli



Mr. Riquet Caballero

GEORGIA REPUBLICAN ASIAN , PACIFIC ISLANDERS COALITION



Ms. Sunny Wong



Ms. Thuy Hotle