





ROCIO DIAZ

Rocio Diaz is a public relations, marketing, and event strategist with extensive experience promoting organizations' branding, marketing, events and public relations. As a senior production professional, she has directed over 200 large scale events throughout the United States. The list of the events that she has organized over the past decade include Amnesty International's 50th Anniversary event in San Francisco, The Lennon Ono grant for peace award in NYC and Amnesty's Secret Policeman's ball at Radio Music Hall in NYC.

Her most recent project was as the Executive Producer of Somos Valientes, a docu-series and educational platform that promotes peace and social activism among Mexico's youth and children. Rocio previously worked for the British American Business council as their Director of Marketing and Events and also with Amnesty International in NYC for 9 years, designing and implementing their nationwide events.

Rocio produced the concert Bringing Human Rights Home and the Shine a light on Human Rights award ceremony along many others.

Prior to that, Rocio spent six years in Washington DC working with a national organization which focused on improving educational opportunities for Hispanics. She has organized large events such as lectures, award ceremonies, and concerts in her two decades designing events. As a producer, she has also worked in TV and productions that include rock bands and icons such as Cold Play, U2 and Madonna, to women leaders as Eve Ensler or Aun San Suu Kyi, to politicians such as Madeleine Albright or Senator Clinton to peace leaders as his holiness the Dalai Lama and film and TV personalities such as Seth Myers, Maria Conchita Alonzo, Alejandro Springer, Gael Garcia Bernal, Diego Luna, Paul & Betsy Mazursky, the cast of SNL and Monty Python.

Rocio studied International Relations at UNAM in Mexico and at the London School of Economics. She is an avid reader, traveler, and appreciates above all solidarity, creativeness, and a positive attitude.

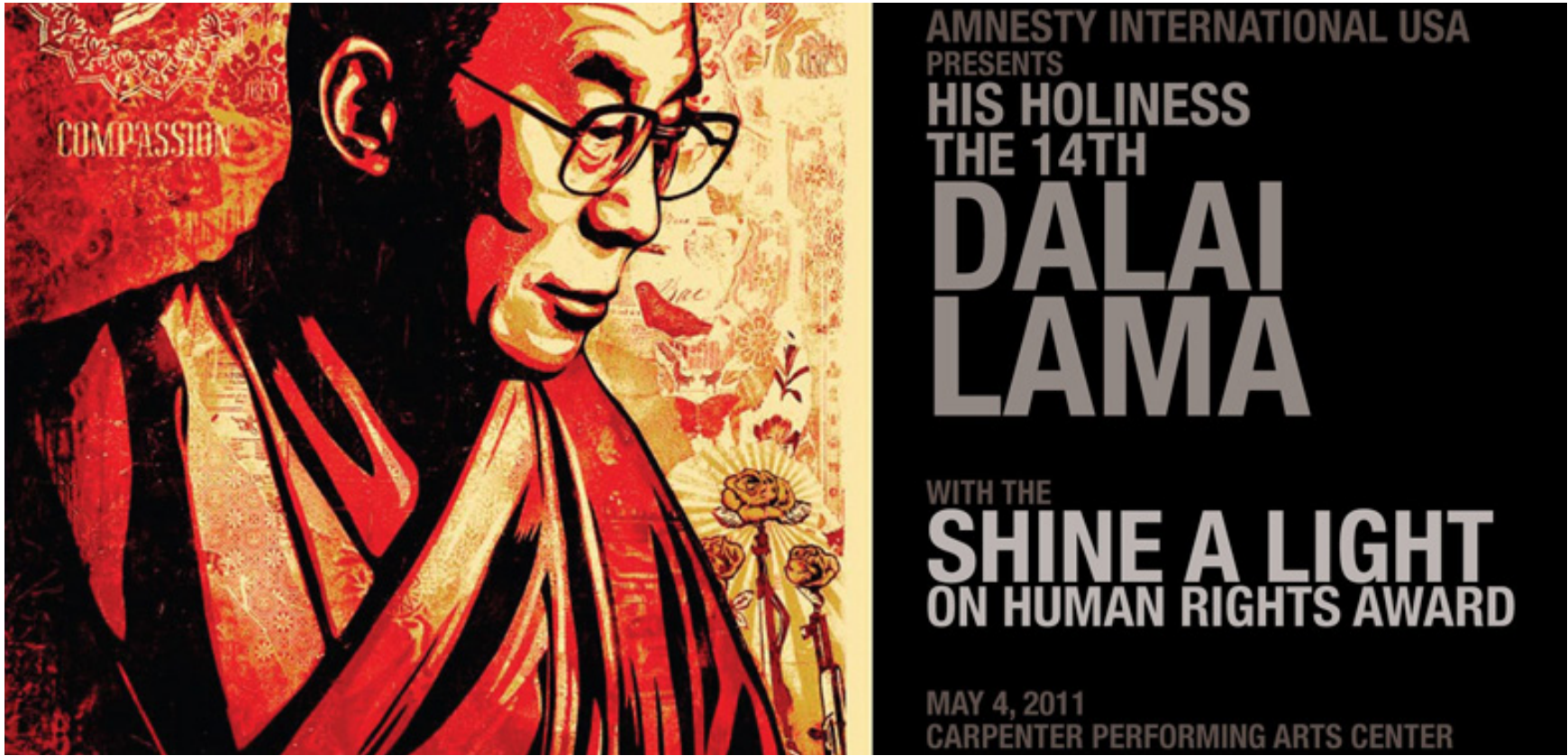


PROJECT TYPE
Awards Ceremony

PARTNERS
Shepard Fairey

OVERVIEW
Amnesty International USA presented His Holiness The 14th Dalai Lama with the first-ever Shine a Light on Human Rights award in recognition of his lifelong commitment to social justice and human rights on Wednesday, May 4th of 2011 at the Carpenter Performing Arts Center in Long Beach, California.

SHINE A LIGHT HUMAN RIGHTS AWARD



SOMOS VALIENTES

PROJECT TYPE

All Media Docuseries

PARTNERS

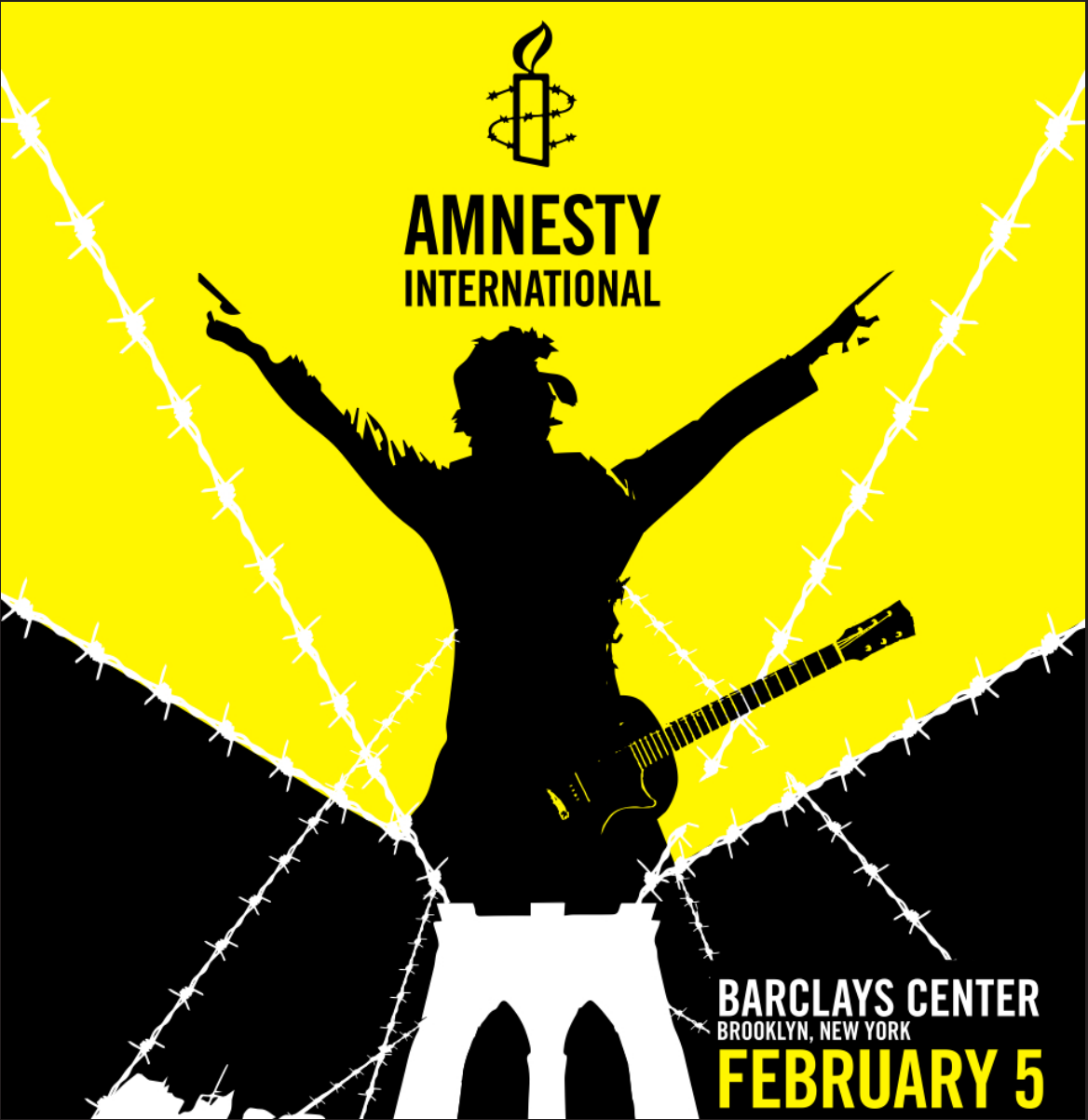
Facebook Latin America

OVERVIEW

Somos Valientes is a multimedia educational project focused on the education for peace model. The project offers practical tools to promote a new vision of the eradication of violence from the voices and eyes of children. Somos Valientes seeks to change the narrative and the conventional meaning of courage to link it to solidarity actions away from war and violence.

Somos Valientes is comprised of a web docuseries in five chapters, with interviews of children from five states in Mexico about the issues that cause conflict, violence and fear, and the solutions that boys and girls bravely discover, as well as a free web-based platform that hosts the docu-series and additional education for peace tools such as videos, readings, activities, and games to learn to mediate family, school and community conflicts





PROJECT TYPE

Concert

PARTNERS

CBGB

OVERVIEW

Amnesty International's iconic Human Rights Concert series returned on February 5, 2014 with a Bringing Human Rights Home concert at the Barclays Center in Brooklyn. The evening included performances by The Flaming Lips, Imagine Dragons, Ms. Lauryn Hill, Tegan and Sara, The Fray, Cold War Kids, Colbie Caillat, Cake, Blondie, and Madonna.

BRINGING HUMAN RIGHTS CONCERT



CHIMES OF FREEDOM

PROJECT TYPE

Compilation Album/ CD

PARTNERS

Bob Dylan

OVERVIEW

The songs of Bob Dylan honoring 50 Years of Amnesty International is a charity compilation album featuring new recordings of compositions by Bob Dylan by multiple artists, released on January 24, 2012. Proceeds from the album were donated to the human rights organization Amnesty International. It debuted in the U.S at number 11 on the Billboard 200 with 22,000 copies sold while the 2-CD version available at Starbucks debuted at number 38 with more than 10,200 copies sold.

Featured artists include Adele, Miley Cyrus, My Chemical Romance, Silversun Pickups, Kesha, The Gaslight Anthem, Pete Townshend, Seal, Jeff Beck, Elvis Costello, Mark Knopfler, Darren Criss, Eric Burdon, Sting, Patti Smith, My Morning Jacket, Pete Seeger, Steve Earle and Rise Against.





PROJECT TYPE

50th-anniversary conference/concert

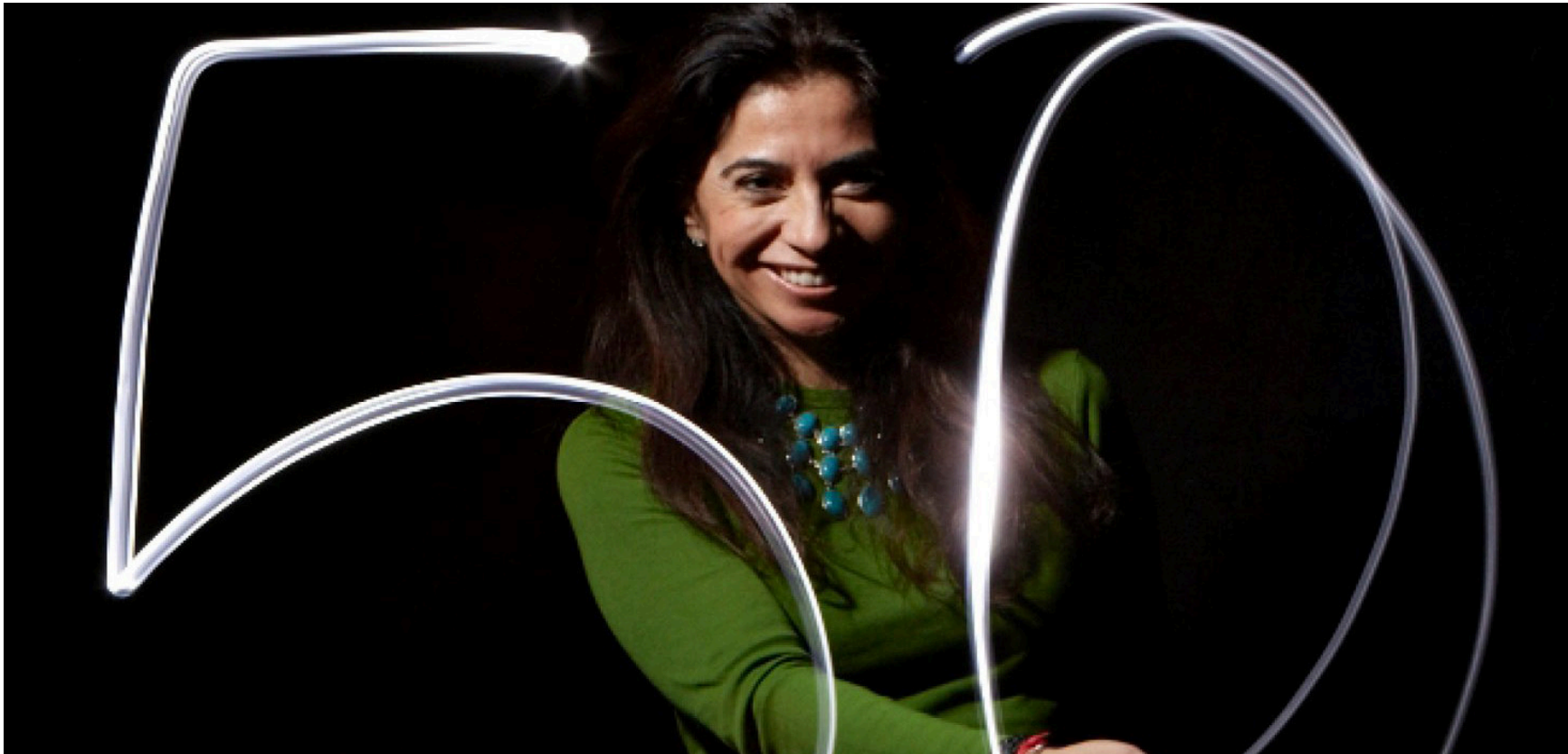
PARTNERS

CBGB

OVERVIEW

Over one thousand activists from across the USA converged in San Francisco to mark Amnesty International's 50th anniversary at the Fairmont Hotel. The event included a tribute to human rights icon Joan Baez. Former President Jimmy Carter, Supermodel Christy Turlington, actress Nazanin Boniadi, Caifanes vocalist Saúl Hernández and others were part of the program.

SHINE A LIGHT 50 YEAR ANNIVERSARY



ALL RIGHTS FOR ALL PEOPLE

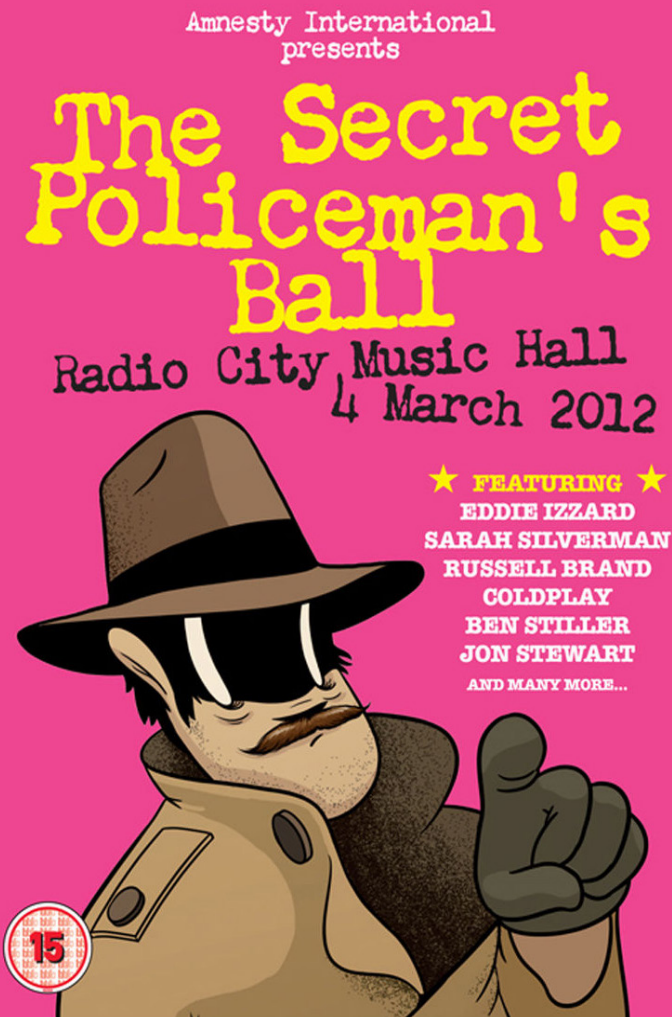
PROJECT TYPE

National Conference

OVERVIEW

Amnesty International USA's All Rights for All People, 2010 Annual General Meeting (AGM), took place in New Orleans, April 9 – 11, 2010. Human rights advocates and allies from around the world along with Louisiana leaders gathered in New Orleans to hear directly from leaders who have made a difference on a local, national and global scale. Among the participants were national icons such as Gloria Steinem, Nicolas Cage, and Dr. Bernice Johnson Reagon.





PROJECT TYPE

Gala Event, NYC

PARTNERS

EPIX, MTV, SNL, Secret Policement Ball, The Muppets, and more.

OVERVIEW

Amnesty International's Secret Policeman's Ball.

Appearances by Coldplay, Jon Stewart, Russell Brand, Ben Stiller, Sarah Silverman, Paul Rudd, John Oliver, Rashida Jones, Sir Richard Branson, Saturday Night Live cast, Rashida Jones and others.

SECRET POLICEMAN'S BALL



OTHER PROJECTS

PROJECT TYPE

Various Productions 2012-2018

OVERVIEW

Designed, organized and executed over 200 events throughout the US and Mexico.

Some of these are: "Time is up" a news special for NBC, The Lennon-Onno in NYC, XX Factor: Town Hall on Women's Rights Washington, DC, a Global Video Conference with Edward Snowden, Amnesty International's national conference, and a parlor event with Roger Waters in NYC



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