



MPN DEI TURNKEY EVENT & MARKETING SOLUTIONS SINCE 1998

- Captive Audience
- Recruiting
- DE&I
- Career Fairs
- Networking
- Training
- Supplier Diversity

ABOUT MPN



COMPANY

Founded in 1998
Incorporated in 2001
100% Minority Owned
51% Female-Owned
NMSDC-Certified MBE



AUDIENCE

Professionals
Students
Active Military
Veterans
Entrepreneurs



REACH

Millions of Users
Active Job Seekers
Passive Candidates
Consumers
50+ other countries



CLIENTS

2,800+ Partners
46 U.S. states
Other Countries
Corporate/Gov't
Academia/Nonprofit



VISIBILITY

Online/Email
Social Media
Events
Conferences
Legacy Media



OUR CORE DE&I SOLUTIONS



JOB BOARDS

Job Posting Packages
Subscription Plans (M/Q/A)
Bulk, Feed, XML
Job Wrapping/Scraping
Logos & Profiles
Job alerts and e-Newsletters
Graphical recruitment ads



RECRUITING & STAFFING

Direct Placement
RaaS (Recruiting-as-a-Service)
Search (contingency, executive, retained)
Contingent Workers
(staffing augmentation, SOWs)
Contractors & Contract-to-Perm



TRAINING & SPEAKING

DE&I
Retention Strategies
Leadership
Unconscious Bias
Cultural
Communications



EVENTS & MARKETING

Event Planning & Marketing
Recruitment Campaigns
Branding Campaigns
Online & Email Marketing
Social Media Marketing
Legacy Media
Job Fairs / Virtual Events
Captive Audience Events

Some solutions are delivered with support from our external consultants and partners

SAMPLE CLIENTS & PARTNERS





SAMPLE EVENT OFFERINGS

- **TURNKEY EVENT PLANNING**
- **EVENT MARKETING & PROMOTIONS**
- **IN-PERSON EVENTS**
- **VIRTUAL EVENTS**
- **CAREER/JOB FAIRS**
- **CAPTIVE AUDIENCE**
- **SPEAKING**
- **NETWORKING**
- **TRAINING**
- **SUPPLIER DIVERSITY**



MINORITY PROFESSIONAL NETWORK, INC. | PROVEN DE&I SOLUTIONS SINCE 1998

888-676-6389 | PARTNERSHIPS@MPNDIVERSITYJOBS.COM | MPNDIVERSITYJOBS.COM | MPNDIVERSITYRECRUITERS.COM



MPN-PLANNED CLIENT EVENT LOCATIONS

Sample Client Events planned by MPN - U.S. Locations By City, State

- ☐ Albuquerque, NM
- ☐ Atlanta, GA
- ☐ Chicago, IL
- ☐ Coral Gables, FL
- ☐ Denver, CO
- ☐ Harrisonville, MO
- ☐ Kansas City, MO
- ☐ Miami, FL
- ☐ New York, NY
- ☐ Norfolk, VA
- ☐ Phoenix, AZ
- ☐ Raleigh, NC
- ☐ San Diego, CA
- ☐ Seattle, WA
- ☐ Anaheim, CA
- ☐ Birmingham, AL
- ☐ Cincinnati, OH
- ☐ Dallas, TX
- ☐ Durham, NC
- ☐ Houston, TX
- ☐ Los Angeles, CA
- ☐ Minneapolis, MN
- ☐ New Orleans, LA
- ☐ Oakland, CA
- ☐ Pittsburgh, PA
- ☐ Salt Lake City, UT
- ☐ San Francisco, CA
- ☐ Tampa, FL
- ☐ Arlington, TX
- ☐ Charlotte, NC
- ☐ Coconut Grove, FL
- ☐ Detroit, MI
- ☐ El Paso, TX
- ☐ Indianapolis, IN
- ☐ Memphis, TN
- ☐ Nashville, TN
- ☐ Newark, NJ
- ☐ Palestine, TX
- ☐ Portland, OR
- ☐ San Antonio, CA
- ☐ Scottsdale, AZ
- ☐ Washington, DC

MPN **TURNKEY** EVENTS OVERVIEW



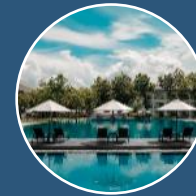
**Comprehensive Event
Planning**



**Event Marketing &
Promotions**



**Event Labor &
Support**



**Event Registration &
Reporting**

TURNKEY EVENT SERVICES DETAILS

Program
Management

Venue
Procurement
(meeting space)

Contract
Negotiation

Event
Registration

Media Buys

Event Marketing
Strategy &
Turnout

Phone & Email
Support

Run of Show &
Staffing

Press Releases &
Media
Advisories

Event Marketing
Graphics &
Creative Design

Digital Marketing
(Online, email,
Social Media)

Post-Event
Reporting

MPN PLANNED CLIENT EVENTS (1 of 2)



MPN delivered an integrated consulting solution coupled with 60+ turnkey events from 2004 to 2017



Berean Christian Church CAREER FAIR 2008

Presented by Minority Professional Network

September 25, 2008 10:00am - 2:00pm

Kerwin B. Lee Family Life Center

2201 Young Road, Stone Mountain, GA 30088



EVENT MARKETING & PROMOTIONS

Pre-Engagement
Requirements, Success
Metrics, Budget &
Timing Alignment

Marketing &
Communications
Turnout Strategy/Plan

Event Marketing &
Promotion Strategy &
Timeline

Graphics & Creative
Design

Press Releases &
Media Advisories

Targeted Attendee
Groups & Partner
Engagement

Initiate Applicable
Media Buys (search,
radio, TV, print,
billboards, etc.)

Launch Digital
Marketing Campaigns
(online, email, social
media, etc.)

Pre-Event Results
Success Monitoring,
Assessment &
Reporting

Turnout Strategy/Plan
Adjustments based on
Results-to-Date

EVENT LAUNCH

Post-Event Reporting
and Analysis

MPN PLANNED CLIENT EVENTS (2 of 2)

Represent
America
to the World.

It all starts
at this
special event.

Imagine a career unlike any other.

Where you can make a difference
on a global scale.

And show the world a side of
America it has never seen.

**U.S. Department of State
Diversity Career Networking Night**
Thursday, October 13th, 6:00 - 7:30 p.m.
Hilton San Diego Gaslamp Quarter, Santa Rosa Room
401 K Street, San Diego, CA 92101

Please RSVP to:
www.minorityprofessionalnetwork.com/rsvp.asp

Don't miss this rare opportunity to meet with representatives from the U.S. Department of State about the diverse range of careers available to you.

If you are unable to attend, or would like more information about the U.S. Department of State, visit us at careers.state.gov/MPNC and click on "Keep Me Informed."



★ CAREERS REPRESENTING AMERICA ★
U.S. citizenship is required. Equal opportunity employer.

**U.S. Department of State
Global Careers Networking Event**

Thursday, April 14, 2016
5:30PM - 8:00PM



I am Diplomacy. I am America.
U.S. citizenship is required. An equal opportunity employer.

Represent America to the World.
It all starts at this special event...

Learn about a career opportunity unlike any other.

Discover how you can have a global impact.

And show the world a side of America it has never seen.

U.S. DEPARTMENT OF STATE DIVERSITY CAREER NETWORKING NIGHT

Thursday, October 26, 2006
6:00 p.m. - 7:30 p.m.

Hotel 71:
Penthouse Ballroom - 39th Floor
71 East Wacker Drive
Chicago, IL 60601
Phone: (312) 346-7100

Please RSVP at
mpnnetwork.com/rsvp.asp

Don't miss this rare opportunity to meet with representatives from the U.S. Department of State about the diverse range of careers available to you.

If you are unable to attend, or would like more information about the U.S. Department of State, visit us at careers.state.gov.
Click here to join our network.

★ CAREERS REPRESENTING AMERICA ★
U.S. citizenship is required. Equal opportunity employer.

My Assignment:
Embark on a fascinating global career.



Berean Christian Church
2008 CAREER FAIR
Presented by Minority Professional Network

September 25, 2008 10:00am - 2:00pm
Kerwin B. Lee Family Life Center
2201 Young Road, Stone Mountain, GA 30088

Sponsorship opportunities await you. Become an exhibitor along side other major Atlanta employers.
For Additional Information, Contact
C. J. Bland at (770) 322-9323 or (888) 676-6389
www.mpnjobs.com/bereancareerfair.htm



**U.S. Department of State
Diversity Career Networking Event**

Thursday, March 19th, 2015 · 5:30PM - 8:00PM



I am Diplomacy. I am America.

Today I will ensure that all
votes are counted in South Africa.



Career
Opportunities
with the
U.S. Department
of State

**THURSDAY
OCTOBER 26, 2006
6:00 PM - 7:30 PM**

HOTEL 71
Penthouse Ballroom
39th Floor
71 East Wacker Drive
Chicago, IL 60601



CAREERS
★ REPRESENTING ★
AMERICA

careers.state.gov



CONTACT US!



PARTNERSHIPS@MPNDIVERSITYJOBS.COM



[HTTPS://WWW.MPNDIVERSITYJOBS.COM/](https://www.mpndiversityjobs.com/)

[HTTPS://WWW.MPNDIVERSITYRECRUITERS.COM/](https://www.mpndiversityrecruiters.com/)

888-676-6389 OR +1 404-629-9323

