



MPN EVENT PLANNING & MARKETING SERVICES



- ❑ TURNKEY EVENT PLANNING
- ❑ EVENT MARKETING & PROMOTIONS
- ❑ IN-PERSON EVENTS
- ❑ VIRTUAL EVENTS
- ❑ HYBRID EVENTS

- Seminars
- Captive Audience
- Recruiting/Workforce
- DEI/Cultural/Inclusion
- Career Fairs
- Nonprofit/Community
- Webinars

- Conferences
- Speaking/Panels
- L&D/Training
- Supplier Diversity
- Professional
- Business
- Networking/Mixers

MPN-PLANNED CLIENT EVENT LOCATIONS

Sample Turnkey Client Events planned by MPN (U.S. Locations by City, State)

- ❑ Albuquerque, NM
- ❑ Atlanta, GA
- ❑ Chicago, IL
- ❑ Coral Gables, FL
- ❑ Denver, CO
- ❑ Harrisonville, MO
- ❑ Indianola, MS
- ❑ 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

SAMPLE CLIENTS & PARTNERS



TURNKEY EVENT SERVICES DETAILS

Event Budget &
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

MINORITY PROFESSIONAL NETWORK (MPN, INC.) | PROVEN HUMAN CAPITAL & PROFESSIONAL SERVICES

MPNEMPOWERED.COM | MPNDIVERSITYJOBS.COM | MPNDIVERSITYRECRUITERS.COM

SAMPLE MPN PLANNED CLIENT EVENTS (1 of 3)



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



Detroit, MI



New York, NY



Atlanta, GA



San Diego, CA



Miami, FL



Houston, TX

SAMPLE MPN PLANNED CLIENT EVENTS (2 of 3)

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



CAREERS REPRESENTING AMERICA
★ REPRESENTING ★ AMERICA
careers.state.gov

careers.state.gov/MPNC

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 at:
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.

careers.state.gov/MPNC

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




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

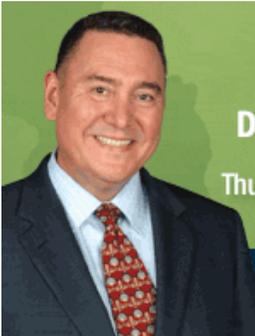



CAREERS REPRESENTING AMERICA
★ REPRESENTING ★ AMERICA
careers.state.gov



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.



U.S. Department of State Diversity Career Networking Event
Thursday, March 19th, 2015 · 5:30PM - 8:00PM

I am Diplomacy. I am America.

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

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



SAMPLE MPN PLANNED CLIENT EVENTS (3 of 3)

Coral Gables, FL



Coral Gables, FL



Coral Gables, FL



Coral Gables, FL



New York, NY



New York, NY



New York, NY



Detroit, MI



Detroit, MI



Detroit, MI



Raleigh, NC



Raleigh, NC



Atlanta, GA



Miami, FL



Miami, FL



San Antonio, TX



San Diego, CA



Anaheim, CA



Los Angeles, CA



Houston, TX



MPN TURNKEY EVENTS OVERVIEW



**Comprehensive Event
Planning**



**Event Marketing &
Promotions**



**Event Labor &
Support**



**Event Registration &
Reporting**

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

OUR CORE SOLUTIONS



mpnJOBS.com

Job Posting Packages

Job Wrapping/Scraping (Bulk, Feed, XML)

Subscription Plans (M/Q/A)

Logos & Profiles

Job alerts and e-Newsletters

Graphical recruitment ads



mpnRECRUITERS.com

Direct Placement

RaaS (Recruiting-as-a-Service)

Permanent Placement
(contingency, executive, retained)

Staffing/Contingent Workers
(staffing augmentation, SOWs)

Contractors & Contract-to-Perm



mpnEmpowerED.com

Turnkey Event Planning

Event Marketing & Turnout

Job Fairs / Virtual Events

Business/Professional Events

Captive Audience Events

Speaking (Keynote, Panel)

L&D/Training/Facilitation

Consulting (Leadership, DEI, IT)

Recruitment & Retention Strategies

Digital Marketing/Communications

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

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

3,000+ Partners
46 U.S. states
Other Countries
Corporate/Gov't
Academia/Nonprofit



VISIBILITY

Online/Email
Social Media
Events
Conferences
Legacy Media





CONTACT US!



SUPPORT@MPNEMPOWERED.COM



[HTTPS://WWW.MPNEMPOWERED.COM/](https://www.mpnempowered.com/)

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

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