



Client

U.S. Department of State

As the lead U.S. foreign affairs agency, the U.S. Department of State represents the United States at more than 270 diplomatic locations around the world, including embassies, consulates, and missions to international organizations.

- The primary goal of the Secretary of State and the U.S. Department of State is to shape a freer, more secure, and more prosperous world through formulating and implementing the President’s foreign policy, while supporting and protecting American interests abroad.
- The Department is responsible for promoting peace and stability in areas of vital interest to America and helping developing nations establish stable economic environments.

Challenge

1. Significant lack of geographic, gender, ethnic and culturally diverse applicants for foreign service career opportunities in U.S. Embassies and U.S. Consulates.
2. Increase visibility/awareness to attract women, minority and geographically diverse candidates.

Solution

MPN provided diversity outreach strategy and consultation, worked with the client and agency partner on budgeting, targeting and creative, and delivered an integrated solution and results as follows:

- Continuous online featured employer profile and recruitment marketing graphical/display ads.
- Launched 200+ digital marketing campaigns (online, email and social media).
- Outreach campaigns generated visibility with millions of active and passive targeted candidates.
- Planned 60+ captive audience Diversity Career Networking Events held in dozens of U.S. cities.
- Turnkey recruiting/networking events that attracted 50,000+ registrants and 25,000+ attendees.

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



Specific services rendered by MPN included:

- | | | |
|------------------------------|------------------------|--------------------------|
| • Program Management | • Venue Procurement | • Contract Negotiation |
| • Registration/Reporting | • Run of Show/Staffing | • Phone/Email Support |
| • Marketing/Turnout Strategy | • Media Buys | • Press Releases |
| • Email Campaigns | • Online Marketing | • Social Media Marketing |