

MPN Employer / Large Entity Offerings & Solutions



Minority Professional Network (MPN) offers a robust and proven portfolio of employer and large entity focused recruiting, branding, communications, and related multicultural and diversity outreach service offerings and solutions.

Our **online** and **electronic communications** service offerings and solutions include the following:

- Online Job Posting Advertisements (each job ad includes a 60-day jobs database listing, a career alert notification, and featured online and e-Newsletter listings)
- Candidate Resume Database Browsing
- Featured Employer Profiles
- Featured Diversity / Career Fair / Career Event Listings
- Marketing Display Branding & Recruitment Ads (Online/E-news Skyscrapers, Banners, Buttons, Cubes)
 - Recruiting & Resume Generation Marketing Display Ads
 - Products & Services Branding and Marketing Display Ads
 - Employer-of-the-Month Sponsorships
 - Supplier Diversity Marketing
 - Career & Diversity Event Marketing
- E-Communications Marketing Services
 - Dedicated e-Blast Services (Geographical, Regional, National, Global, Interest Specific, Functional)
 - E-Newsletter Advertising Services (Geographical, Regional, National, Global, Interest Specific, Functional)
- Sponsorship / Partnership Packages

Our **offline** services, offerings, and solutions include the following:

- Supplier Diversity Online / Offline Programs and Initiatives
- Custom Resume Generation, Branding, and Offline Recruiting Solutions and Services
- MPN Diversity Recruiters: Offline Candidate Search and Placement Services
 - Contingency Recruiting Services
 - Retained Search Services
 - Candidate Referral Services
- Custom Turnkey Event Planning & Marketing Services
- Event Marketing and Attendee Turnout Services
- Training and Educational Courses, Workshops, Seminars, Presentations
 - Frequently requested topics or themes include: career, economic, lifestyle, networking, mentoring, diversity, culture/ethnicity, marketing, branding, leadership, entrepreneurship, business, strategy, etc.
- Strategic Planning, Business, and Technology Consulting Services
- Other Value-added Client Services

Helpful Information and Resource Links

- Access our **Employers** or **Employer Solutions** menu – <http://www.mpnSite.com/employers.asp> for additional employer and large entity overview information or to make a purchase.
- View our lists of clients – <http://www.mpnSite.com/mktg/clients.pdf> and partners/resource users - <http://www.mpnSite.com/mktg/resource-users.pdf>.
- Access our **Employers Rates** channel– <http://www.mpnSite.com/ec/rates.asp> to our standard offerings' details, descriptions and rates.
- Access our **Collateral References** channel – <http://www.mpnSite.com/ec/references.asp> to view our marketing collateral, demographics, traffic, archives, and related information.
- Access our Advertising Solutions menu – <http://www.mpnSite.com/advertise.htm> to view our general (non-hiring employers) online and e-Marketing offerings and services (e.g., companies, organizations, entrepreneurs and small business owners, authors, artists, and other individuals and entities).

Minority Professional Network

The Viable Source of Top Talent™ for Diversity Focused Employers
The Global Career, Economic and Lifestyle Connection™ for Progressive Professionals
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