

# MPN EVENT MARKETING & TURNOUT SERVICES



## Custom Turnkey Event Marketing, Support and Attendee Turnout Services

Venue and F&B Costs

**NOT INCLUDED**

# of Attendees + Planning & Turnout Fees ➔ Total Bundled Fee (\$TBD)

### Our primary responsibilities and deliverables could include, but may not be limited to, the following:

- Lead responsibility for developing, configuring, testing, validating, launching, maintaining, updating, hosting, and monitoring a custom automated online RSVP system that will capture and track all advance registrants signing up to attend the event.
- Lead responsibility for accepting and responding to pre-event and post-event phone calls, e-mail messages, and web inquiries regarding the event as the primary point of contact on all event marketing and promotional creative materials.
- Sending initial automated electronic responses to online RSVP registrants to confirm receipt of their registration.
- Sending subsequent electronic communications reminders to pre-registrants as the event date nears to help increase the event show rate.
- Providing client with regular and timely reporting, details, and updates on advance registrants signing up to attend the event.
- Providing client with trending forecasts and projections, for planning purposes, to ensure that sufficient client representation, venue space, and food and beverages will be available.
- Promoting the event to targeted individuals among the **millions** of MPN online users, e-Subscribers, and members of partner networks and organizations, and continuously encouraging all to inform other interested persons about the event.
- Leveraging years of relevant experience, thought leadership, key lessons learned, cultivated relationships, and our broad scope to generally and widely promote the event to additional targeted audiences via our numerous existing online and offline organizational, media, and public relations partnerships and alliances.
- Targeting and direct outreach (phone, e-mail, fax) to relevant organizations, groups and entities asking for their support and that they share communications with their members, supporters and partners about the event.
- Creating and distributing press releases and media advisories to generate increased publicity about the event.
- Generating additional exposure as needed through other fee-based marketing, promotions and public relations efforts.
- Collaborating as needed with client's internal marketing or communications department, or public relations staff and agencies.

### Our secondary responsibilities and deliverables could include, but may not be limited to, the following:

- Serving as a secondary point of contact for the client staff, venue staff and others affiliated with the event.
- Assisting with event planning, coordination, and management. *(as needed and required or requested)*
- Assisting with logistics and coordination. *(as needed and required or requested)*
- Assisting with managing the event area and audio-visual setup. *(as needed and required or requested)*
- Assisting with on-site registration, greeting and registering participants. *(as needed and required or requested)*
- Assisting with overall event flow. *(as needed and required or requested)*
- Assisting with obtaining audience/customer feedback and evaluations. *(as needed and required or requested)*
- Assisting with facilitating ongoing communications to define, clarify and/or adjust requirements, tactics, priorities, and strategies as needed to help ensure overall event success. *(as needed and required or requested)*

### Terms and Conditions:

- Our standard **bundled flat rate fee** for custom events include all typical marketing, development, design, technology, labor, travel, third party outreach and related fees or expenses associated with marketing, supporting, and driving attendee turnout for the event.
- Our **"event marketing and turnout services"** fees could vary from market-to-market depending on the event city cost classification category and the projected targeted number of event registrants and attendees.
- Once an agreement has been reached to proceed with the event and there is alignment between the client and MPN on the city, and projected number of attendees, **both of which factor into the overall costs**; we require at least a 50% upfront payment at the start of the engagement with the remaining 50% balance due at least 5 business days before the event start date.
- To proceed with an event there must be alignment between the client and MPN on the city, and projected number of attendees, **which both factor into our overall bundled fee**. Once the client grants us approval to proceed, we require at least a 50% upfront payment at the start of the engagement. The remaining 50% balance must be paid at least 5 business days before the event start date.
- Additional fees may apply if the client later agrees to increase the count to a larger desired audience.

## MPN Event Planning and Marketing Services Division

Phone: 888.MPN.NETWORK (888-676-6389) | Email: Support@MinorityProfessionalNetwork.com | Web: www.mpnSite.com

**Minority Professional Network (MPN)**

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

# Other Select Photos from Events Hosted / Sponsored by MPN

May 2008 – New York, NY



May 2008 – New York, NY



May 2008 – New York, NY



Mar 2008 – Atlanta, GA



Feb 2008 – Atlanta, GA



Oct 2007 – Detroit, MI



Oct 2007 – Detroit, MI



Oct 2007 – Detroit, MI



Oct 2007 – Detroit, MI



Feb 2007 – Raleigh, NC



Feb 2007 – Raleigh, NC



Sep 2006 – Atlanta, GA



Sep 2006 – Atlanta, GA



Feb 2006 – Miami, FL



Feb 2006 – Miami, FL



Feb 2006 – San Antonio, TX



Oct 2005 – San Diego, CA



Sep 2005 – Anaheim, CA



Mar 2005 – Los Angeles, CA



Mar 2005 – Houston, TX



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