

MPN EVENT SUPPORT & TECHNOLOGY SERVICES



Event Labor and Support, Turnout, Technology and Registration Services

Labor & Support +

Marketing & Turnout +

Technology & Registration ➡

Total Bundled Fee (\$TBD)

TECHNOLOGY & REGISTRATION responsibilities 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.

MARKETING & TURNOUT responsibilities could include, but may not be limited to, the following:

- 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.
- 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.
- Creating and distributing press releases and media advisories to generate increased publicity about the event.
- Generating additional exposure as needed through other **non-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.

LABOR & SUPPORT responsibilities could include, but may not be limited to, the following:

- Serving as a primary or 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 this event support services offering includes all typical basic marketing, development, design, technology, labor, travel, and related outreach and fees or expenses associated with marketing and supporting the event.
- MPN will **not** guarantee any minimum registration or attendee counts for our **"event support services"** offering.
- No third party **fee-based** ads will be purchased by MPN out of the bundled fees it charges for this event support services offerings.
- To proceed with retaining our event support services, there must be alignment between the client and MPN on the specific services that we will provide. 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 changes the scope and responsibilities of MPN's responsibilities, or requests more than **two (2)** MPN representatives to provide onsite registration or logistics support for a substantially larger expected audience.

MPN Event Planning, Marketing & Support Services Division

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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