

MPN TURKEY EVENT PLANNING SERVICES



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

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

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

- Comprehensive end-to-end event planning, coordination, and management to help ensure overall event success.
- Logistics and coordination, including signage, food & beverages, and traffic flow.
- Overseeing, adjusting, and managing the event area and audio-visual setup.
- Managing on-site registration, greeting and registering participants.
- Facilitating and coordinating time schedules, introductions and/or overall event flow.
- Obtaining audience/customer feedback and evaluations. *(as needed and required or requested)*
- Facilitating ongoing communications to define or clarify and/or adjust requirements, tactics, priorities, and strategies as needed.
- Developing, launching, and maintaining a custom automated online RSVP system that will capture and track all advance registrants signing up to attend the event.
- Primary point of contact on all event marketing and promotional creative materials with lead responsibility for accepting and responding to pre-event and post-event phone calls, e-mail messages, and web inquiries regarding the event.
- Serving as the primary point of contact for the client staff, venue staff and others affiliated with the event.
- Sending initial automated electronic responses to online RSVP registrants to confirm receipt of their registration.
- Sending subsequent electronic communications reminders to advance registrants as the event date nears to help increase the 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 to engage their support in sharing 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 third party 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.

Terms and Conditions:

- Our "turnkey custom event planning services" fees include all of the above services, venue rental costs, and food and beverages costs.
- 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 "turnkey custom event planning services" fees could vary from market-to-market depending on the event city cost classification category, the projected targeted number of event registrants and attendees, the preferred venue type, and the F&B requirements.
- To proceed with an event there must be alignment between the client and MPN on the city, preferred venue type, preferred type of food and beverages, and projected number of attendees, **all of which factor into our overall bundled fee**. Once the client grants us approval to proceed, MPN will incur significant upfront deposits, planning, labor and marketing costs; and therefore requires 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 F&B requirements or venue size to accommodate a larger 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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