



MPN is often approached by some who want access to our audience via our marketing capabilities, but are not willing to provide anything of substantial and measurable value to the business. Therefore, before agreeing to become directly involved or associating our brand and marketing capabilities with any event, function or initiative, we evaluate responses to the following questions -

1. Does the event or initiative fit our area Tm focus (i.e., Career, Economic, Lifestyle, Networking, Diversity)?
2. Does the requestor (e.g., individual, event planner, entrepreneur, venue owner, organization, other entity) fit the “progressive professional” image that is reflective m our brand and target audience?
3. What is the purpose m the event, initiative or function?
4. What are the goals, objectives or target results m the event, initiative or function?
5. How will success be measured?
6. Whaesponses t

- § AKPA.com (Association of Kenyan Professionals in Atlanta)
- § AtlantaHapps.com
- § ~~ADLYP.com (Atlanta Urban League Young Professionals)~~
- § ~~BlackNewcomerNetwork.org~~
- § CYBP.com (Coalition of Young Black Profes
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**Email:** [Diversity@MinorityProfessionalNetwork.com](mailto:Diversity@MinorityProfessionalNetwork.com)

**USA Toll Free:** (888) MPN-NETWORK (888-676-6389)  
**Metro Atlanta, GA and International Calls:** +1

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