



**Who We Are**

Kim McNair Productions, LLC (KMP) is a Full-service event planning and marketing firm. We align impactful events to our clients branding and campaign needs. KMP has worked with a broad range of clientele to translate their vision into a well-executed occasion. With over 20 years' experience in event planning production, the benefit we offer to our clients is the ability to engage our services "al la carte".

We have longstanding relationships and business partners that enable collaboration in areas to make working with KMP a true one-stop for your event. Working with diverse corporate clients, celebrities, community-based organizations and nonprofits has been KMP's legacy of success. Over the past several years we have become the go-to team when anyone wants to connect with women.

Women from all walks of life have been brought together for business networking, empowerment sessions, professional development, to further a cause to better the community, and for fun and entertainment. We know how to serve each group in the manner expected by those being served and our clients.

**Professional Services**

Branded Event Production  
Full Service Event Planning/Production  
Event management  
Pre- registration check-in services,

Volunteer coordination, graphic design services, to IMAG, video production, marketing, content development, and public relations.

**Marketing & Strategy**

DISCOVER

You talk. You share. We listen, observe, absorb, analyze and report. We'll learn your business and customer personas inside-and-out.

ASSESS

We'll prepare comprehensive assessments of operations, branding and marketing to ensure that your strategy has a strong foundation.

REFINE

We'll refine your brand, reposition your messaging and augment your audience personas to ensure your marketing program resonates with key audiences.

EXECUTE

We will apply what we've learned to creating an impactful branded execution in alignment with your branded campaign needs.

**Integrated Solutions**

Additional Services  
Consultation  
Graphic Design / Media Production  
Advertisement/ Ad buys

**Additional services**

\*Social media management  
\*email marketing

**Marketing & Strategy**

DEVELOP

Our writers will develop your content, continue to collaborate with your team and then finalize your press release, article or other content deliverable.

PITCH

We'll send emails, work the phones and push social media to position your piece for specific media network contacts to increase the likelihood they will publish.

FOLLOW UP AND MAINTAIN

Our PR experts will follow up with your media contacts, maintaining strong relationships that will remain fruitful over time.

**Certifications:**

- 2015 – 2020 Clayton County SLBE and MWBE Certification
- 2014 Center for Nonprofit University Non-Profit Organizational Management Certificate
- 2010 Graduate of Clayton State University Event and Meeting Planning Certificate Program

**Memberships and Affiliations:**

- Currently the Founder and Executive Director of Business Women Empowerment Project, Inc. a 501(c)(3) nonprofit Organization.
- Member of Clayton County Chamber Commerce and the Women in Business Council.
- Former member of NCNW National Council of Negro Women Greater Atlanta Chapter.
- Former member of ISES- Intl. Special Events Society and ABL-Atlanta Business League.

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