

Welcome to MPC, (Insert Name)!

I am glad you are joining us in this new role at Master Plan Communications (MPC). As a crew, we are here to provide strategic PR and marketing that achieves measurable results.

The MPC team is HUNGRY, and we feel you’re hungry to succeed too! As a boutique firm, our clients are a big deal to us and we are truly invested in their image and their success!

We are a crew, and it we feel that agency life is very sink or swim. With a crew mindset, we each focus on succeeding in our roles and being ready to jump in and help each other when needed!

This welcome letter will give you an overview of MPC’s systems and tech stack.

You’ve already received the handbook and had a chance to read it and set up payroll.

Today we will provide you with your account and log-in information for teamwork, the MPC Method, Dropbox, Cision, Critical Mention, Microsoft Office and your MPC laptop. Your supervisor will also introduce you to the team.

The MPC Method is the way we operate, and our aim is to keep it as simple as possible. Your log-in to the MPC Method site is:

<https://masterplancommunications.com/mpc-method-login/>

Username: INSERT

Password: INSERT

There is a table of contents in the MPC Method and easy to follow-guides. Please make time to review the following on your first day:

* Operations Management System
* Monday Account Scorecard
* Account Management
* Video Production Process
* Client Onboarding
* Client Communications
* Media Pitching
* Trade Show & Event Basics
* Design Brief

Let your supervisor know what questions you have on the MPC Method processes.

The MPC Crew is authentic and has a high-level of integrity. As a crew, we've been through it all. We remain hungry and look forward to planning and implementing impactful campaigns that build our client’s businesses.

We welcome you to join us in bringing a fresh perspective, moving quickly and continually exceeding expectations. We've won awards for providing full-service PR and marketing programs and have a strong reputation for having a “whatever it takes” attitude to exceed the goals of the client.

Best regards,

Ashton Maxfield, APR

Founder and President

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