

**Principal/Contact:**

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**EIN #47-1764149**

**NYC Certification # MWCERT-16**

**NJ Port Authority Certified**

**Metro NY/MTA Certified**

Urban ID Media is a full-service LLC consultant company that provides event marketing and public relations services to civic based clients; assisting in the creation and construction of lifestyle public affairs that captures the public’s attention. The agency helps mediate the creative and beneficial exchange between agencies and the communities they serve while reinforcing good will through the media. The agency has a proven track record in creating branded experiences that brings key stakeholders together. For the greater good. As a publicity concern Urban ID Media is able to share these experiences and messaging with the mass media extending and highlighting the agency’s civic commitment and widening its audience reach.

**AGENCY SERVICES:**

* **541613** - Marketing Consultant, Messaging, Brand Development
* **541820** - Media & Public Relations
* **561920**- Convention & trade Show Organizing
* **541611** - Strategic Media/Event Marketing
* **91823** - Public Relations Consulting
* **96234** - Event Planning, Strategizing and Production
* **91872** - Event Marketing Consultant Services

**Event Planning, Strategizing and Production**

Architect of intimate to large-scale conferences, events and trade-shows; construct and produce experiential indoor and outdoor family events. Our capabilities include: buildout, site selection; logistics; project management; soliciting third-party vendors; A/V; webcast; and photography support; developing speaker content; providing speaker travel arrangements and honorariums; on-site meeting and registration support, signage, and mailing/database support.

**Media & Public Relations Campaigns**

Utilize agency’s vast network resources to publicize and promote campaign messages; execute publicity and community outreach, and distribute messages via the internet, social media and partner with media agencies to enforce.

* **611710** – Educational Instruction
* **561591** Convention and Visitors Bureaus
* **611430** Professional Development Training
* **711320** Independent Artists, Writers, and Performers procurement
* **711320** Promoters of Performing Arts, Sports, &

Similar Events without Facilities

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* Cause Marketing and Promotions
* Event Development and Production
* Branding and Positioning Copywriting
* Marketing/Media Relations Consulting & Management
* Curriculum Development
* Educational Training
* Coaching

**Professor/Public Relations & Marketing**

**The New School – School of Public Engagement -** Develop, implement course curriculum in compliance with college, department and government standards Assess students’ progress through grading papers, tests and advisement; Implement strategies and opportunities to educate and inform students about innovations in PR field

**Marketing/Media Relations & Community Engagement: Dr. Ronald E. McNair PS 5, Brooklyn, NY –** Create, secure and pilot sustainable, community-based curriculum that aids in increasing test scores while broaden students’ horizon thru entrepreneurial mentorship and financial stewardship; secured over $360K for programs & services

**Brand Marketing/Publicity: Cultural Collaborative Jamaica - Jamaica Arts & Music Summer (JAMS) Festival 20th Anniversary, Jamaica Queens, NY** - Agency provided brand marketing strategies to reposition CCJ signature event; redeveloped marketing tools, created content and secured sponsorship support for annual multi-cultural street festival that attracts over 20K visitors annually

**Producers/Media & Event Marketing Consultants: Central Brooklyn Arts & Culture Walk, Brooklyn, NY**

Served as the consulting agency of record in developing and producing Brooklyn Borough President Eric L. Adams signature fresh festival celebrating Brooklyn’s cultural legacy by bringing the borough’s diverse iconic institutions, together for a 2-day affair

**Creator/Producer/Event Marketer: Brooklyn’s Best Honors, Brooklyn, NY -** Annual affair celebrating the people and places that make Brooklyn great! Honors local unsung leaders at local venues throughout the borough while raising funding for local charities.

**Public Relation & Event Marketing: Professional Golfs Association’s (PGA) Annual Original Tee Golf Classic –** Agency oversee publicity and media relations for annual celebrity golf tournament and award ceremony celebrating African American’s presence & contribution to the world of golf. Past honorees include Dr. Jay, Alonzo Mourning, Beverly Johnson, golf legend Charlie Sifford and others.

**Media/Brand & Event Marketing Consultant: Medgar Evers College – Men of Medgar Week 2016, Brooklyn, NY**

In partnership with campus Male Development & Empowerment Center (MDEC) Agency designed, executed annual seminar celebrating male populations on CUNY campus. Created and developed engaging, educational panels that fully addressed current issues and needs for the undeserved, marginalized population including but not limited to; Booked sought after thought leaders to host and serve on panel under budget.

