



# Military Spouse Employment Partnership GREENE STREET SUPPORTS ESTEEMED DEPARTMENT OF DEFENSE EVENT



## OUR CHALLENGE

The U.S. military can offer excellent career options for service members - who work hard to keep our nation, and the world, safe. Historically, military spouses, however, have faced challenges. Frequent moves can present barriers to building seniority and gaining promotions, while a loved one's deployment can create stress as the remaining spouse is now in charge of all the duties at home. The **Military Spouse Employment Partnership** assists military spouses in their careers while partnering with employers to recruit and support military spouses. To ensure the success of this program, MSEP requires marketing strategy, content and materials that will attract employers from a broad spectrum of industries and locations, engaging them in the program's annual conference.



## OUR VISION

Greene Street's designers utilized color palettes and images that would coordinate with the Department of Defense's brand while appealing to employers in the corporate and private sectors. We sought to attract the eye, while also imparting information clearly and consistently.



[Click here to view the entire project!](#)



## OUR WORK

Greene Street has offered onsite and offsite event services and promotion for MSEP's flagship conference since 2018. This includes consultation on communications strategy as well as graphic-design services for promotional materials, websites and presentation slides. We also monitor analytics to assess effectiveness and make improvements in a timely manner.



## OUR RESULTS

The MSEP event continues to grow in both spouses served and employers signed on as partners. Greene Street is vital to the event's ability to attract participants and impart information.



*Our after-action report has been distributed all the way to the First Lady of the United States.*