

# MPTF | IOO

## Professional Advisory Network Luncheon Registration

**LOCATION:**  
Beverly Wilshire  
Le Grand Trianon Room  
9500 Wilshire Blvd

**PROGRAM:**  
11:30 am: Sign-In/Networking  
11:50 am - Seating and Lunch  
12:20 pm - Program  
1:30 pm - Adjournment

**REGISTRATION:**  
MPTF PAN Members: Free  
Guests: \$98

### MPTF'S EVENT VACCINATION POLICY:

Please note that we are asking registrants to show proof of vaccination or proof of a Negative COVID test taken within 2 days of the luncheon. You may show your documentation at the event sign-in or email a copy so that I will have it on file for future events.

**CPE CREDIT:**  
This PAN presentation has been approved for one hour of CPE credit.

**MEMBERSHIP:**  
For information on becoming a PAN member please contact  
Kathy Davis  
kathy.davis@mptf.com

**PARKING:**  
Valet parking is included. You may also self park in the public parking garage at 242 N Beverly Dr.

Contact Kathy Davis to become a PAN Platinum Corporate Member

Benefits include: 3 minute speaking opportunity during the Chairman's Welcome, corporate promotion on PAN marketing material, signage at luncheon venue, reserved seating.

[Kathy.Davis@mptf.com](mailto:Kathy.Davis@mptf.com)

### “Discussing NFT’s, Digital Artwork, and Web3 with Your Entertainment and Sports Clients”

Please join us for MPTF’s Professional Advisory Network (PAN) 1st Quarterly Luncheon, March 10, 2022. Our guest speaker will be [Marc Beckman](#), Founder of [DMA United](#), an award winning advertising and representation agency that provides branding, creative and business development services for corporations and individuals. His work includes helping clients navigate the world of Blockchain for their branding strategy. Mr. Beckman will discuss the following topics and answer your questions:

- Why the buzz surrounding Web3?
- How is Blockchain Technology changing the way we help our sports and entertainment clients?
- Why are NFTs and Digital Art important tools in branding?
- What’s Next?
- Q & A

Mr. Beckman’s presentation will assist you in helping your clients position themselves today for success in the NFT-driven world of tomorrow.



[Marc Beckman](#) founded the award-winning agency, DMA United, with a modern vision: combining commercially oriented principles with branding and advertising. DMA United develops and implements creative strategy to prepare a brand's entry into the NFT, Blockchain, and Metaverse space.

A sampling of Marc's clients include NBA, Karl Lagerfeld, LVMH, Warner Bros Entertainment, Sony Music. In recent years, Beckman has structured several high-profile deals and partnerships, including Nelson Mandela x KITH, Pepsi x Puma, and Gucci x Azede Jean-Pierre.

Marc is heavily engaged in Web3, the Metaverse, Blockchain, and Gaming. DMA United has strategized and built marketplaces on two separate blockchain protocols, including Solana and Tezos and is preparing a global launch with Coinbase.

Mr. Beckman was admitted to the State Bar Association of New York, New Jersey, and Washington DC after graduating with a JD from Hofstra University School of Law, and a Bachelor of Liberal Arts from Boston University. Beckman is an Adjunct Professor with NYU Stern’s MBA Program.

**All registrants will receive a copy of Mr. Beckman’s latest book, [The Comprehensive Guide to NFT’s, Digital Artwork, and Blockchain Technology](#)**

To review more of Mr. Beckman’s published work, please visit:

<https://wwd.com/fashion-news/fashion-features/nfts-digital-art-blockchain-technology-fashion-1235015361/>

<https://www.businessoffashion.com/reports/technology/the-opportunity-in-digital-fashion-and-avatars-report-bof-insights/>

## MPTF PAN Quarterly Luncheon Registration Form

**Guests: \$98 - Includes Lunch and Parking**

Guests must call 72 hours in advance for a full cancellation refund.

Questions? Please contact Kathy Davis at 818-876-1924.

**Please RSVP by March 3rd to receive Mr. Beckman's book, [The Comprehensive Guide to NFT's, Digital Artwork, and Blockchain Technology](#)**

### Member Registration Information

NAME: \_\_\_\_\_

Company: \_\_\_\_\_

Day Phone: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**Lunch Preference:**     I prefer *Chicken*                       I prefer *Fish*                       I prefer *Vegetarian*

### Guest Registration Information

NAME: \_\_\_\_\_

Occupation: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City/ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

Day Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### Payment Information

Credit Card: \_\_\_\_\_ (VISA, MC, AMEX & Discovery are accepted)

Credit Card # \_\_\_\_\_

Exp Date: \_\_\_\_\_ Security #: \_\_\_\_\_ (3 digit # on back of most cards)

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

### Credit Card Billing Address if Different from Business Address

Address: \_\_\_\_\_

City/ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

**Lunch Preference:**     I prefer *Chicken*     I prefer *Fish*     I prefer *Vegetarian*

**Please return your registration form via one of the following:**

**FAX: 818-876-1940 or Email: [kathy.davis@mptf.com](mailto:kathy.davis@mptf.com) or Call: Kathy Davis at 818-876-1924 with your information**